

THE THIRD ANNUAL COLLECTION OF

# MAD

OUR PRICE

**50c**

CHEAP

# FOLLIES

AND OTHER ACTS OF IDIOCY FROM PAST ISSUES



**THIS  
MOVIE  
IS A  
BOMB!**

HELP STAMP OUT  
"HELP STAMP OUT"  
CAUSES!

THE  
FOOD  
IN THIS  
PLACE  
STINKS!

THANKS  
FOR BEING SUCH A  
**HOG**  
AND USING UP  
TWO PARKING SPACES!

**BREAK  
UP  
THE  
METS!**

THIS SPACE  
RESERVED  
♥♥♥ FOR ♥♥♥  
**Making-Out**

**POSTMAN:**

NO ONE NAMED  
"OCCUPANT"  
LIVES HERE!

PLEASE RETURN  
ALL MAIL SO MARKED  
TO SENDER!

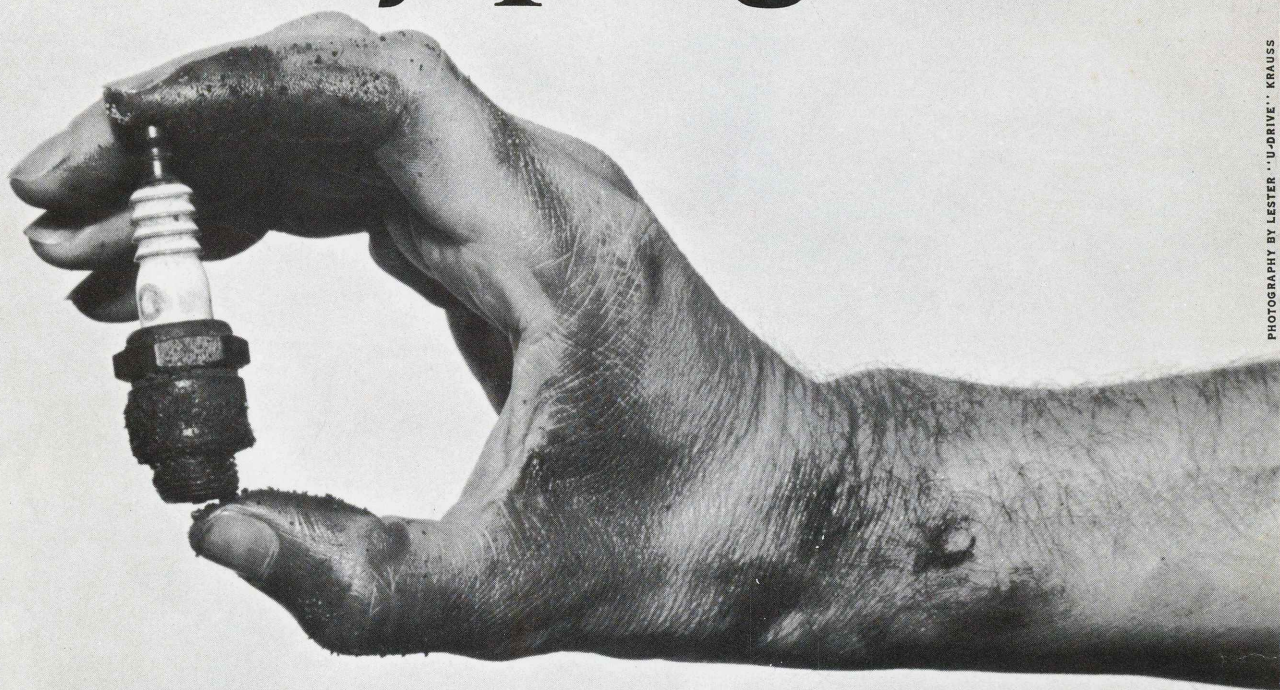
**OUT OF  
ORDER!**  
I JUST LOST  
MY MONEY!  
SAVE YOURS!

FEATURING A SPECIAL FULL-COLOR, FOLD-OUT BONUS  
**MAD MISCHIEF STICKERS**

PRE-GLUED AND PERFORATED FOR IMMEDIATE USE, MISUSE AND ABUSE



# Aviz can't afford dirty plugs!



PHOTOGRAPH BY LESTER "U-DRIVE" KRAUSS

But we can afford sneaky plugs — like these ads! Ever notice how we cry the blues and tell how hard we try and make like the underdog?

We got a clever reason for doing this!

It's an old American tradition to root for the underdog. We figure you'll feel sorry for us, and give us your rent a car business.

That way, we might get to be No. 1! Then we can afford to be independent and rent unwashed cars with cigarette butts in the ash trays, and worn wipers, and dry batteries...and if you complain, we can afford to say, "Nuts to you, Buddy!"

Right now...it hertz to be No. 2!







**WHAT MORTALS THESE FOOLS BE DEPT.**

The characters in the comic strips do things that their real-life counterparts can only dream of doing. That's why we enjoy them so much. Through them, we can escape into a far more exciting and interesting world than the mundane one we live in. So even though they act completely unbelievable, we accept comic characters as if they were real living people. Which is why we feel it'd be such a shock...

# IF COMIC STRIP CHARACTERS BEHAVED LIKE ORDINARY PEOPLE

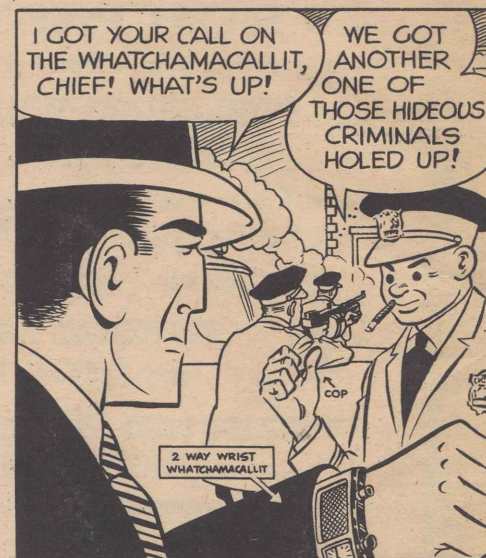


ARTIST: WALLACE WOOD WRITER: AL JAFFEE

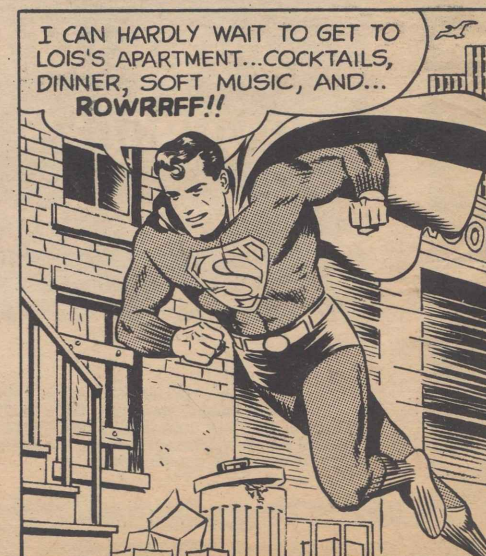
**IF PEANUTS**  
behaved like real-life children



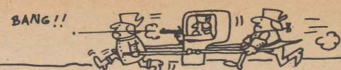
**IF DICK TRACY**  
behaved like an ordinary cop



**IF SUPERMAN**  
behaved like any normal guy

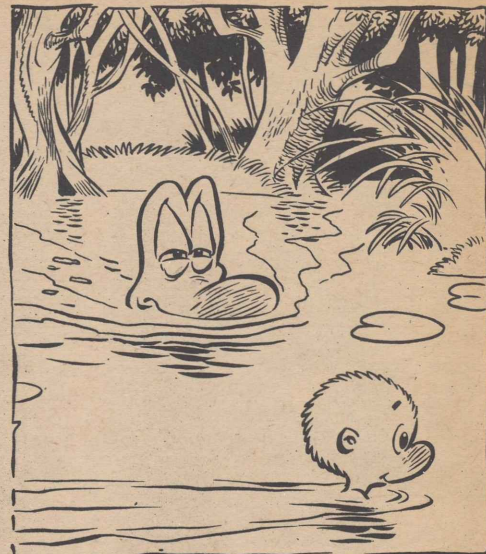
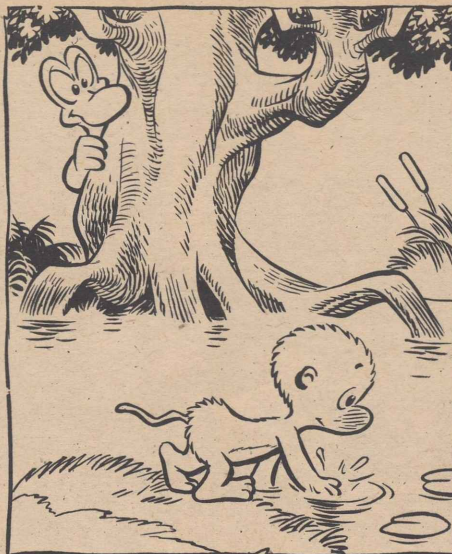




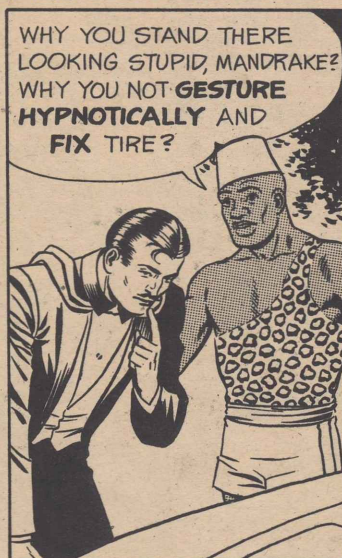
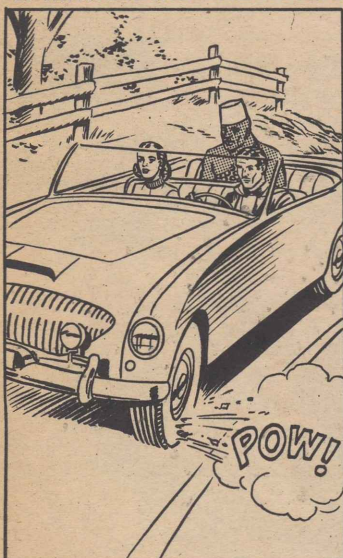




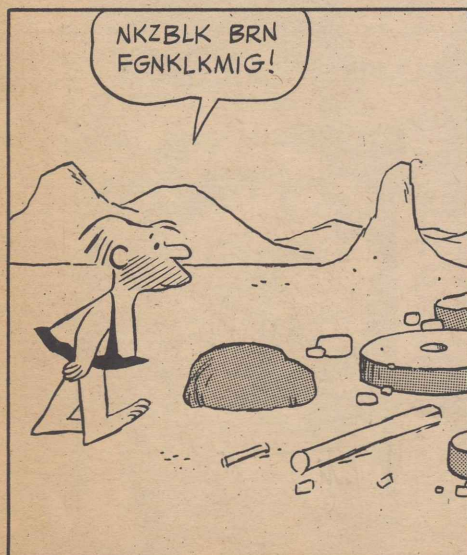
## If POGO characters behaved like real animals



## If MANDRAKE THE MAGICIAN had true-to-life talents

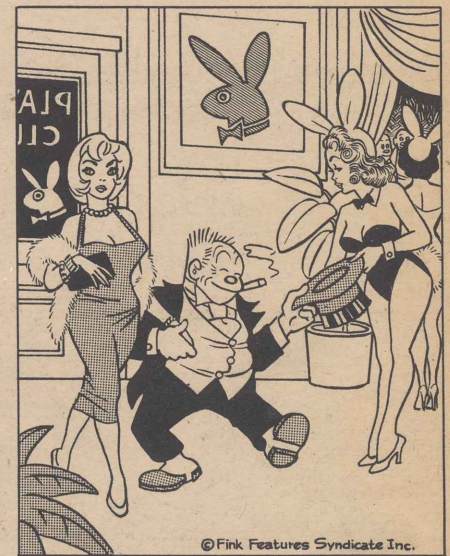
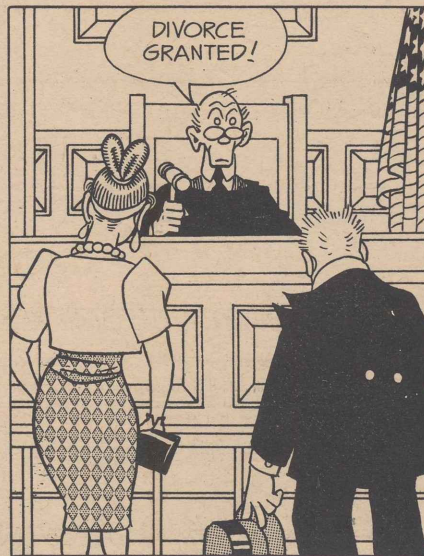
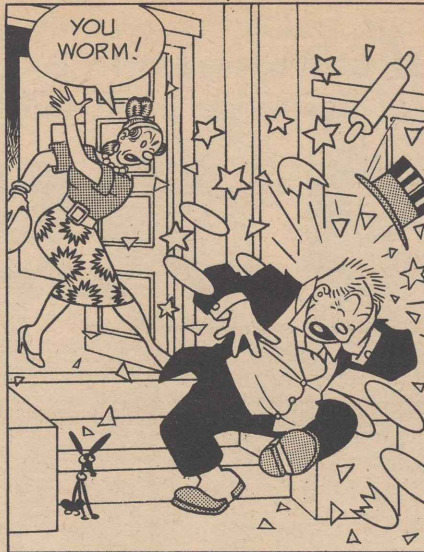
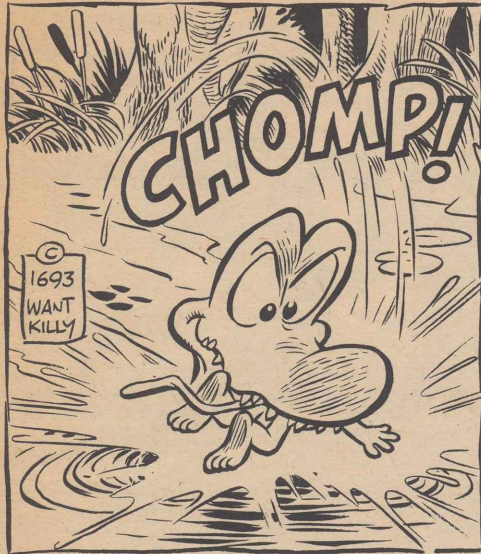


## If B.C. characters acted like real cavemen

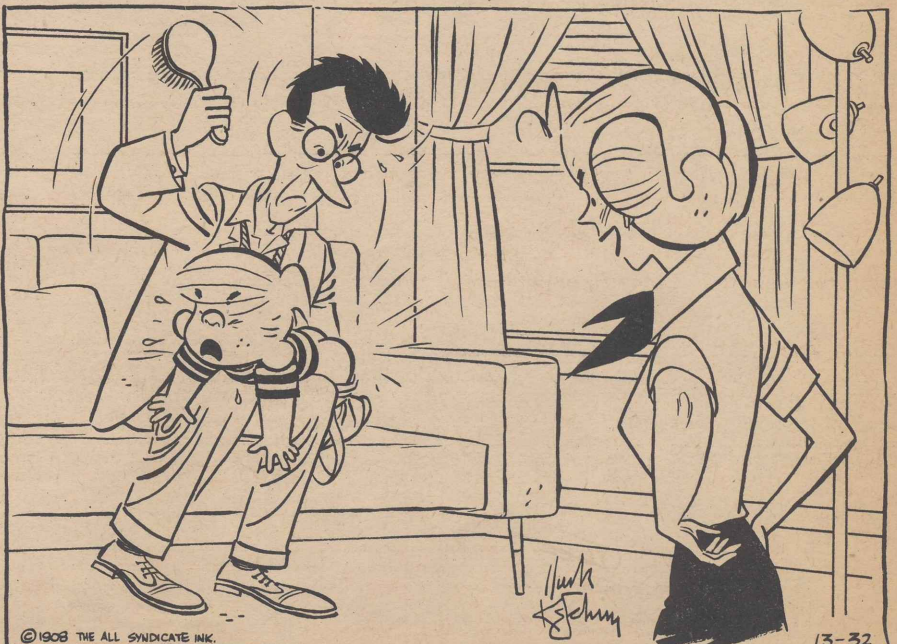
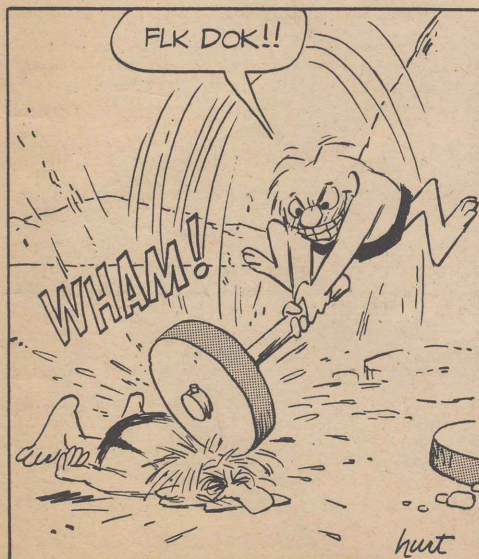




If BRINGING UP FATHER was about a real couple



If DENNIS THE MENACE had parents with normal patience



Enough is enough!!

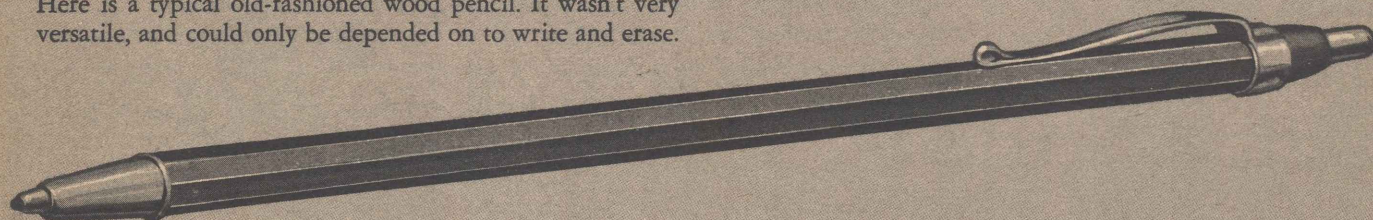


Because progress brings change, and changes are always supposed to be for the better, Man sometimes forgets to look back to see exactly how far he has progressed, and from where. Which is exactly what this article is all about. And so here we go with . . .

# MAD'S REPORT

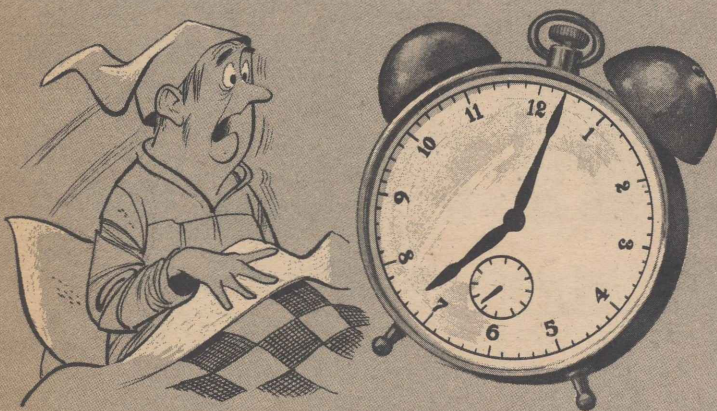


Here is a typical old-fashioned wood pencil. It wasn't very versatile, and could only be depended on to write and erase.

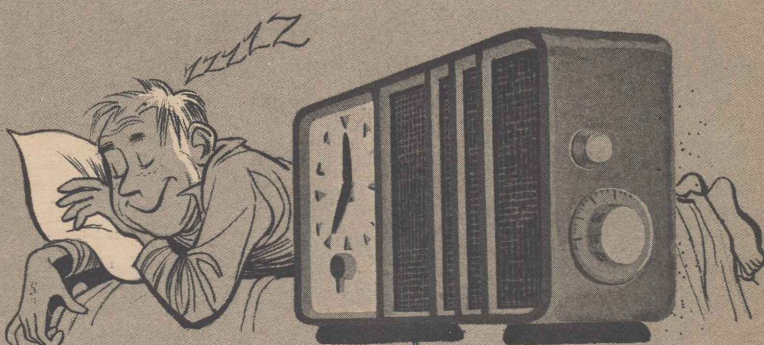


Man put his ingenious mind to work in an effort to improve the pencil, and today we have the miracle known as "liquid

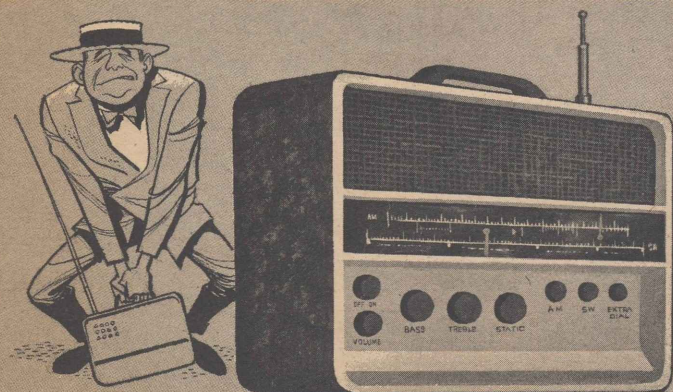
lead." Unlike its predecessor, this versatile "liquid lead" pencil not only writes, it skips, leaks, jams and runs dry.



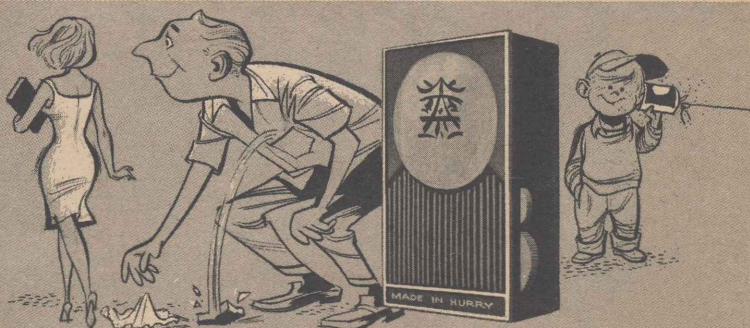
Old alarm clock was ugly, had to be wound, ticked loudly, rang harshly. Blasted awake, sleeper did not feel rested.



Modern electric clock-radio is sleek and trim. No ticking bothers sleeper. When it's time to get up, gentle soothing music plays. Sleeper wakes up rested, mainly because that soothing music puts him back to sleep for an extra 7 hours.



Old portable radios were heavy and bulky, could only boast of fine tone and rugged, complicated hand-wired circuits.



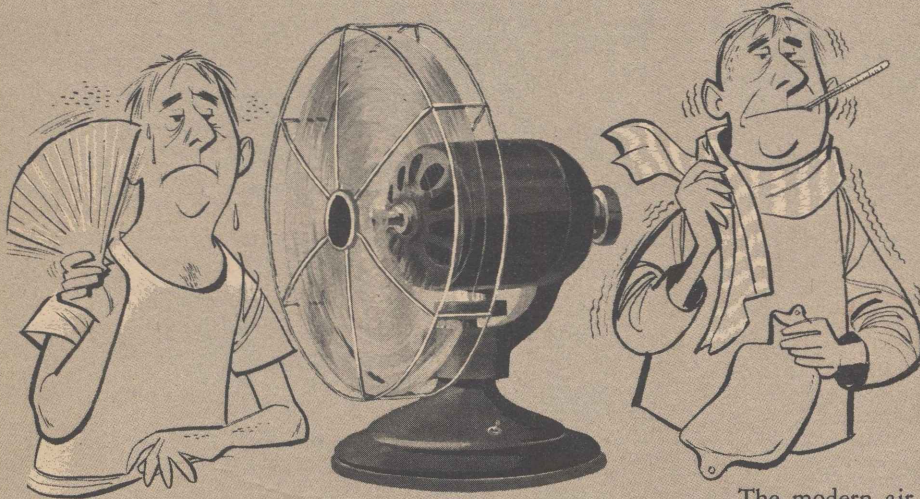
Modern tiny transistor portable radio slips into a shirt pocket easily. Also slips out easily, especially when you bend over. But printed circuits are a breeze to repair. You merely replace whole insides. This costs more than a brand new radio. One-inch hi-fi speaker has unusual tone. Tinny.



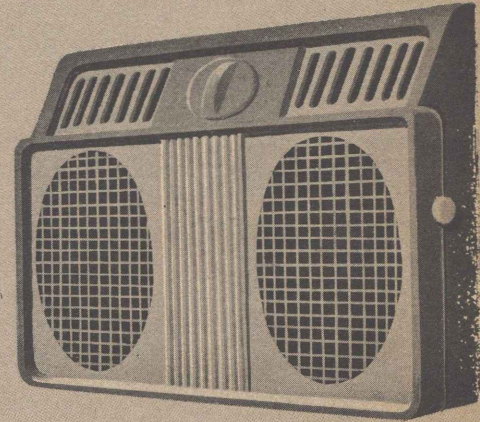


ARTIST: BOB CLARKE WRITER: DICK DE BARTOLO

# ON PROGRESS



Electric fan of yesterday, even though electrified, could only circulate "hot" air, and gave no relief to hay fever.

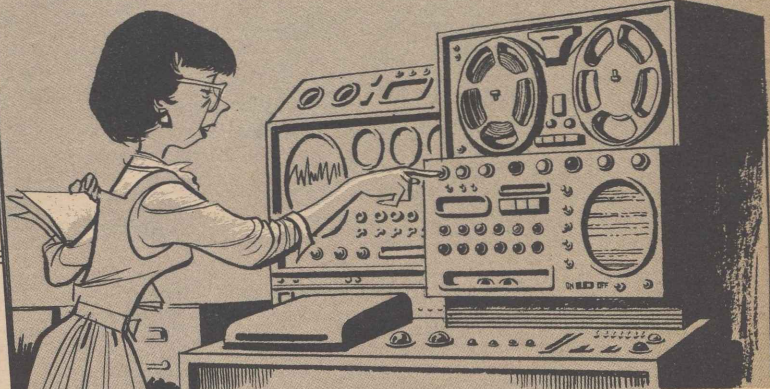


The modern air conditioner actually "cools" hot air, then circulates it. In addition, it also dehumidifies and even filters the air. It stops hay fever . . . starts pneumonia.



Acct No. 14  
June 1 to July 1

Gas	\$2.15
Electricity	8.35
<b>Total</b>	<b>10.60</b>



**Metropolitan Gas and Electric Company**  
**Main and Finster Streets**

ACCOUNT NO: 289-56-735 XP 11

BILLING PERIOD: June 1 to July 1

GAS \$2.15

ELECTRICITY 8.35

**TOTAL DUE: \$11,000.50**

PAY THIS FIGURE  
IMMEDIATELY OR  
SERVICE WILL BE  
DISCONTINUED

**DO NOT FOLD, STAPLE OR BEND. RETURN WITH PAYMENT**

In days gone by, monthly bills and statements were figured mentally and written by hand. Petty errors were often made.

Modern billing machines electronically calculate and print monthly statements. Petty errors have been eliminated. Now major errors are made—usually running into the thousands.

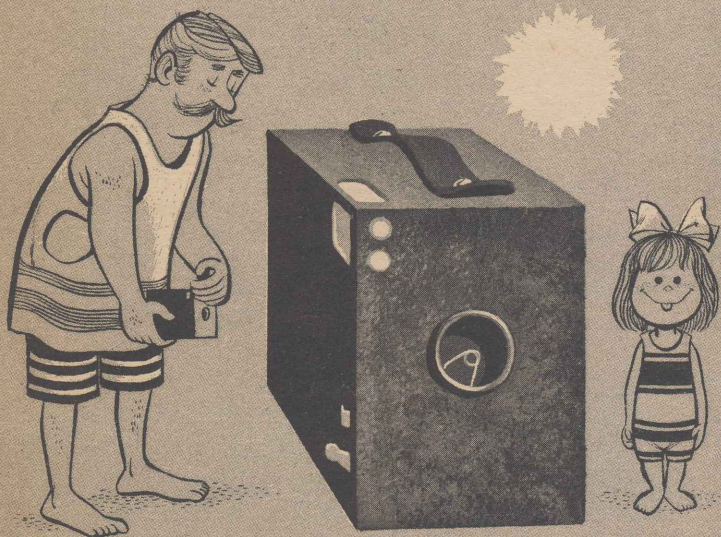




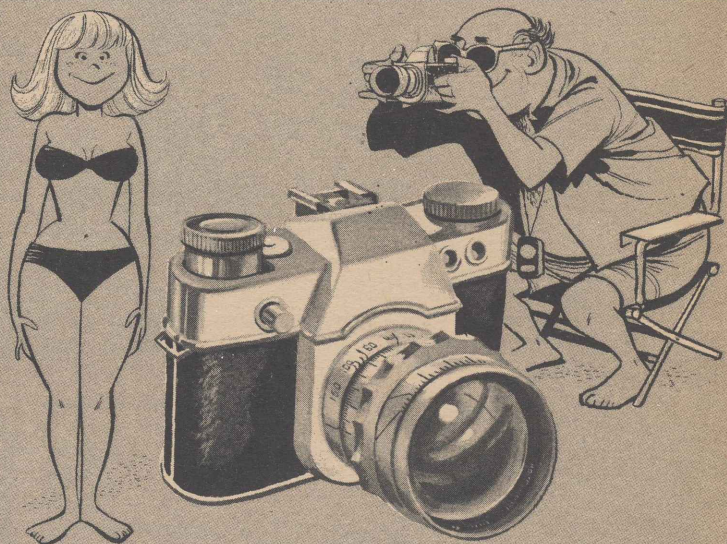
Old fashioned manually-operated typewriter was awkward in use—held down speed of even the most experienced typists.



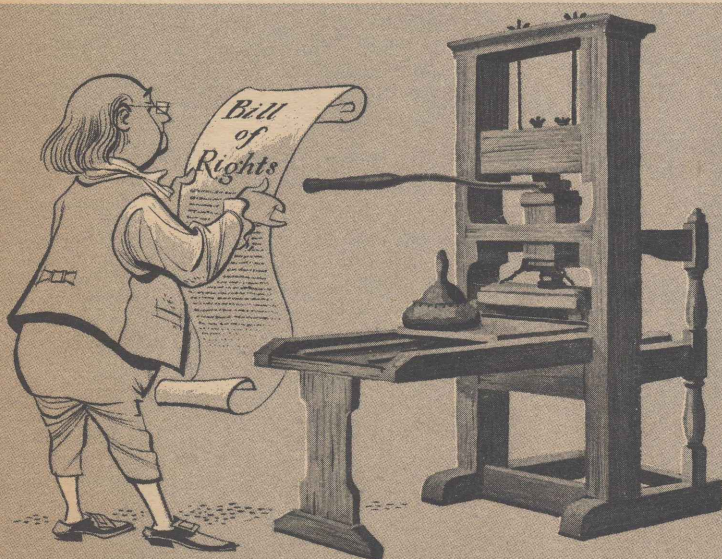
Modern high-speed electric typewriter is the answer to any typist's dream. Now, even a novice can use it to type 80, 90, even 100 errors and strike-overs a ~~XXXX XXXX~~ minute.



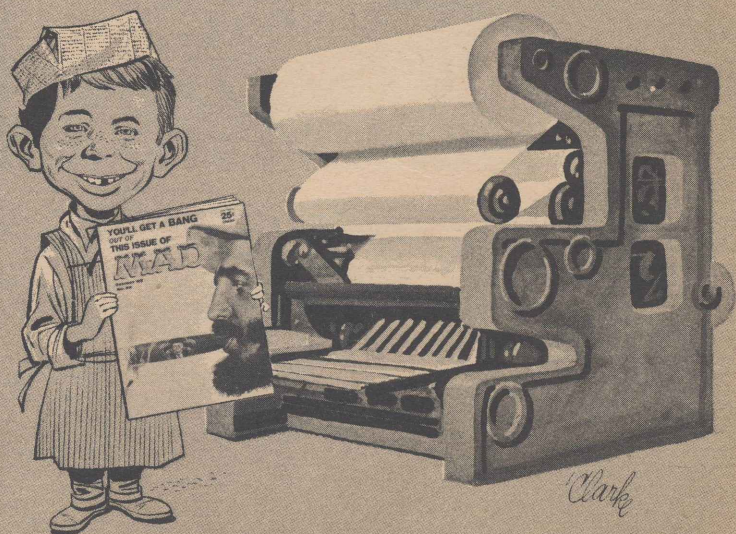
Old style box camera offered few advantages such as focus, shutter speed and lens settings. It merely took pictures.



Modern camera offers many advantages. Amateur photo bugs can now ruin pictures with over 400 wrong settings, and professionals can discover many additional wrong settings.



Old fashioned printing press could only reproduce one page at a time. Many famous works were printed on such presses.

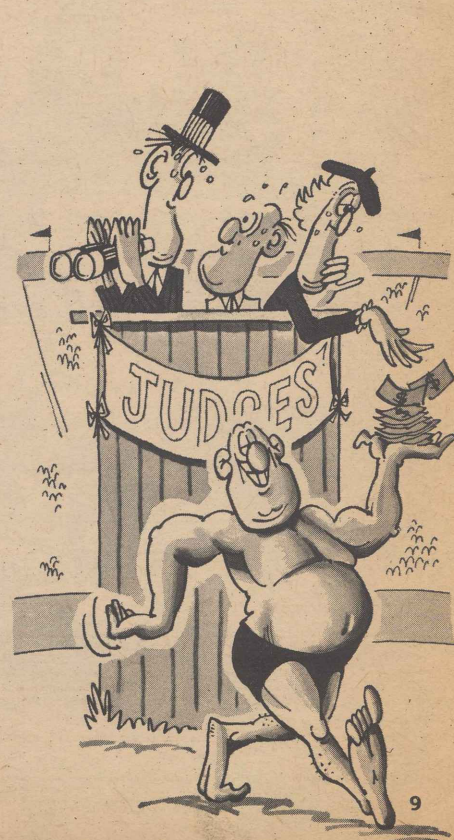
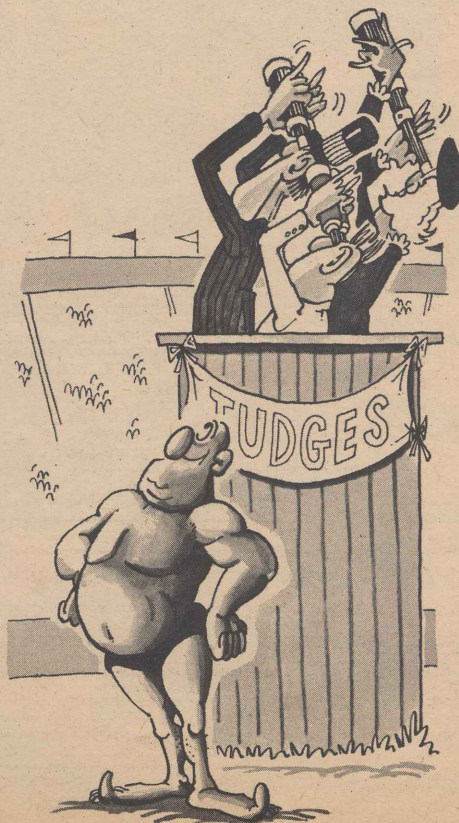
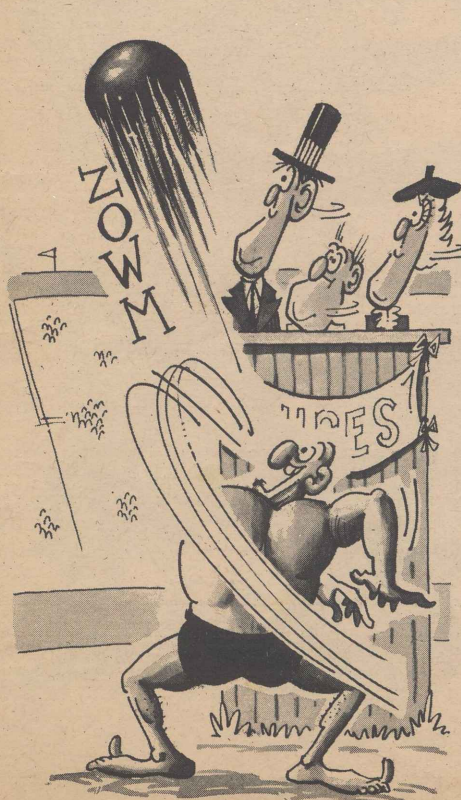
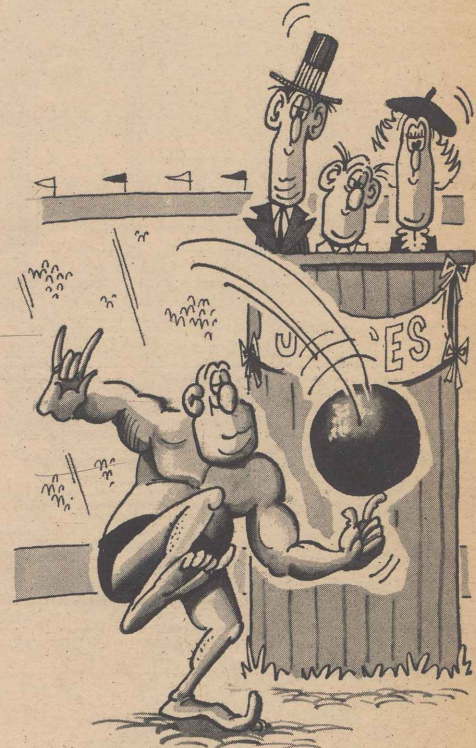
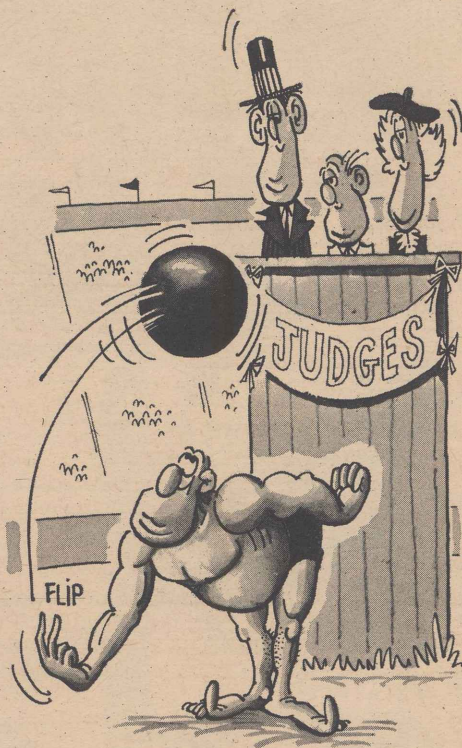
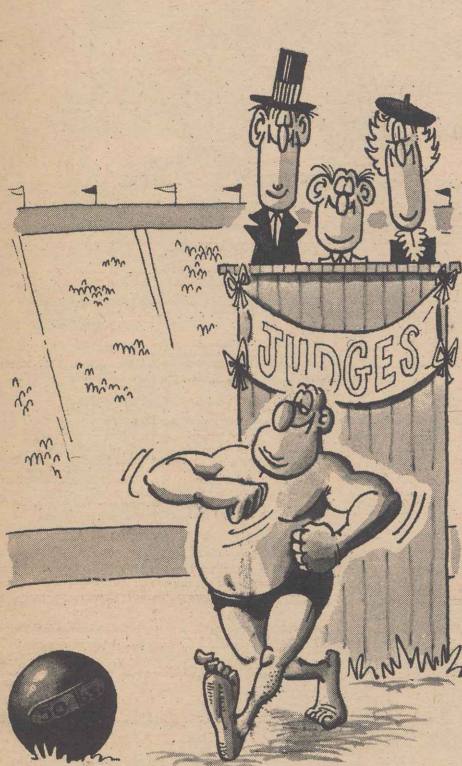


Modern-day printing press turns out thousands of pages per second. Printing methods have progressed a long way—but we seem to be moving ever backward in the *things* we print.

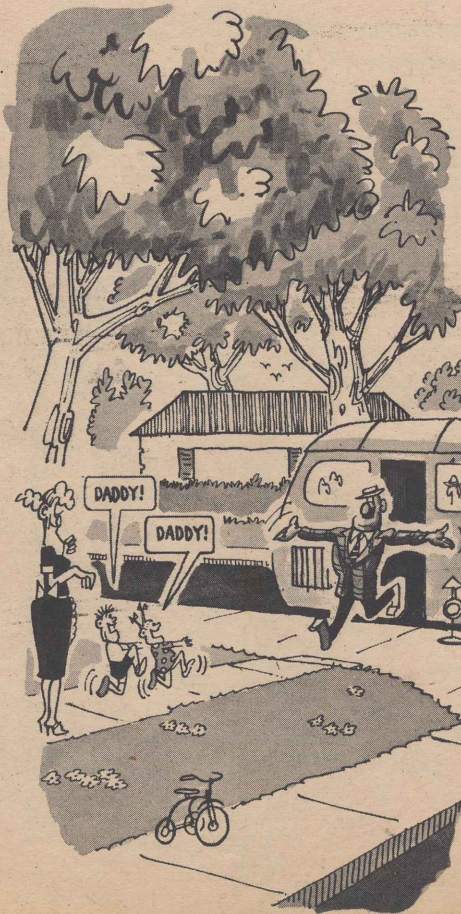
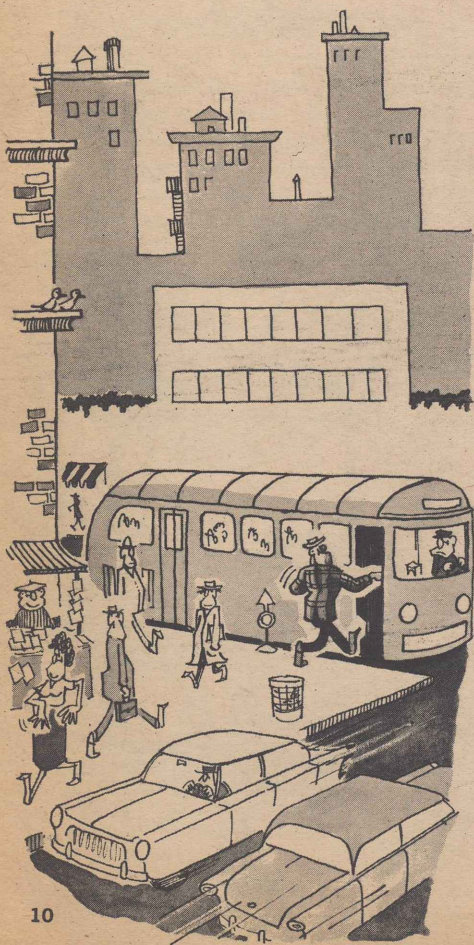
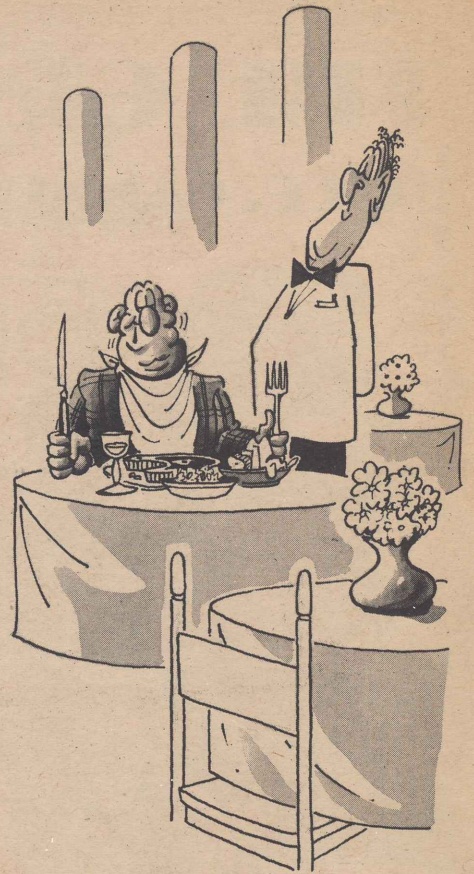
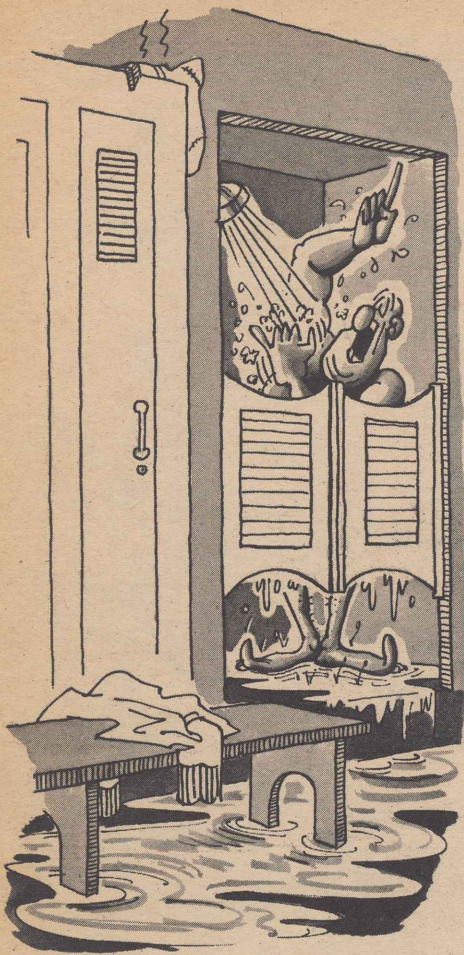


# THE GRAND NATIONAL

## 50 LB. CANNON BALL-THROWING CONTEST



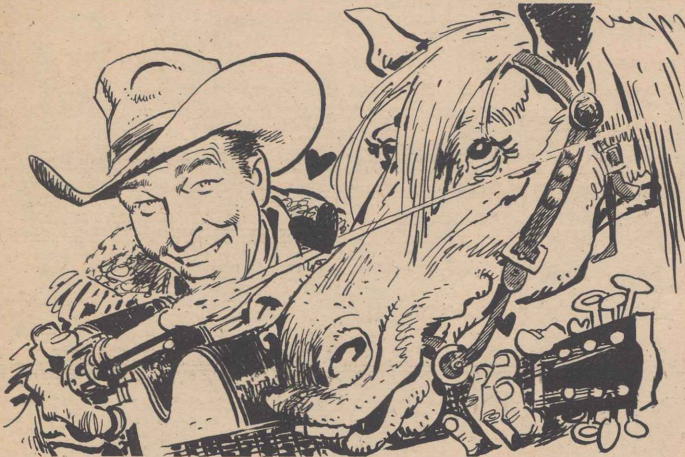




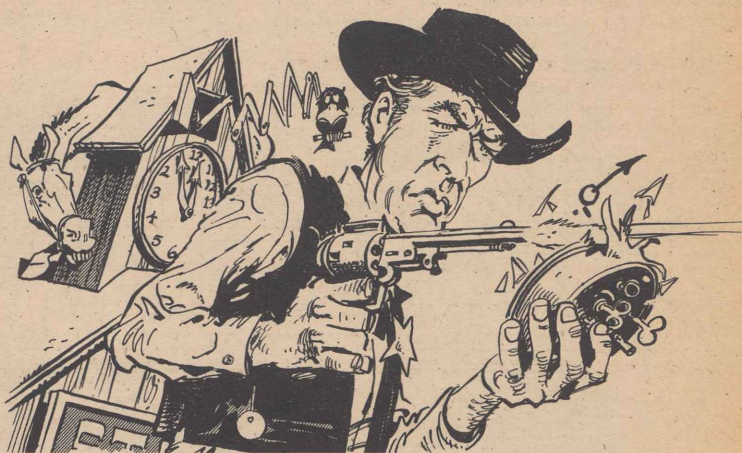


## MEANWHILE, BACK AT THE RAUNCHY-DEPT.

In the old "Juvenile Western" movies, the hero was always handsome, clean-living, and 100% good! He usually packed a gun—and a guitar! With the gun, he shot villains—and with the guitar, he serenaded his one love . . . his horse!

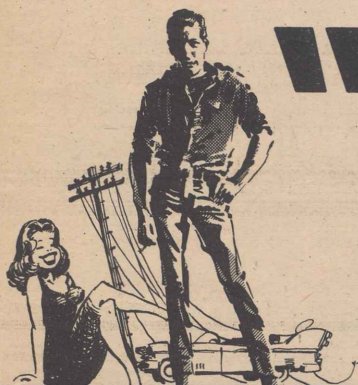


Then came the "Adult Western" movies. The hero was still handsome—but he was only 95% good! The 5% bad resulted from an unhappy childhood. He packed a gun, but no guitar! Guitar music gave him migraines! His mother had played one!



Today, with the growing influence of "Foreign Films," and the increased sophistication of the American movie-going

public, a new kind of "Western" movie has burst upon the scene. The first example of this new trend is called . . .



# "HOOD"!

ARTIST: MORT DRUCKER  
WRITER: LARRY SIEGEL



## THE "SICK" WESTERN MOVIE

What a miserable, no-good, rotten skunk that guy is! Wait'll the hero of this here Western movie gets his hands on him . . . !

I got news for you! That's "Hood"! HE IS the hero of this here Western movie!!

Boy—I hope I never meet the villain!!





Let's see—You wrecked the diner, beat up seven kids, cracked up four cars, stole pencils from a blind man, and now you're running off with the wife of the Governor of Texas! What's wrong with you, anyway?

Well, I only work a half day on **Sundays!** I'll do much better tomorrow!

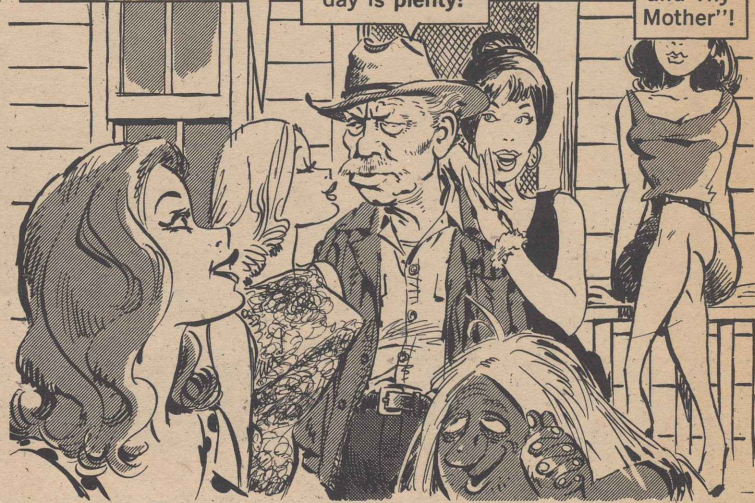


Hi, Mr. Bunion!  
Can Hood come out and break some more **Commandments** with us?

He's having dinner! Besides, nine in one day is plenty!

Only nine? Which one did he miss?

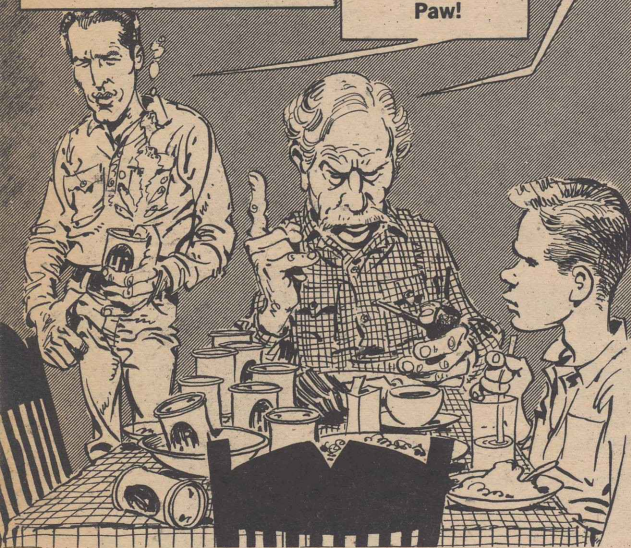
"Honor Thy Father and Thy Mother"!



Hood—Hood—What's going to become of you? You treat everyone like dirt!

Aw, shut your big fat mouth, Paw!

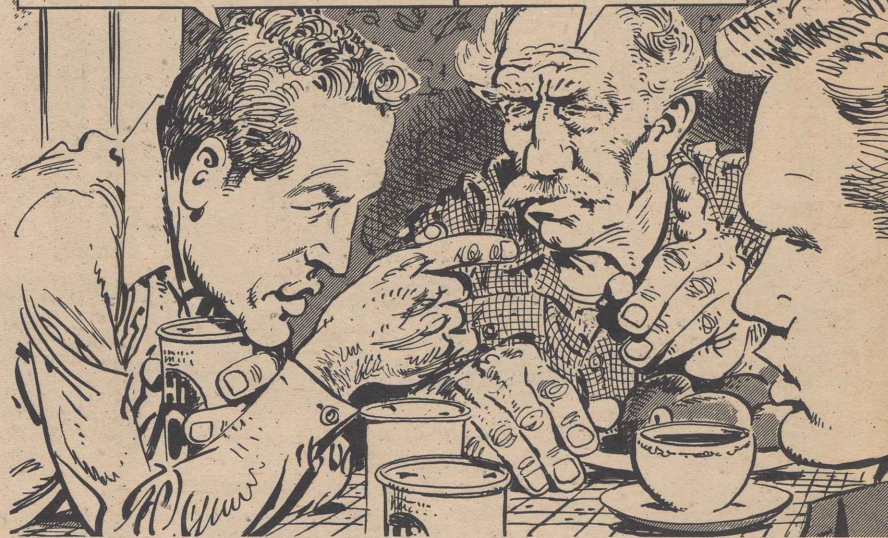
That's ten!



I gotta eat fast so's I can go see my lawyer about havin' you committed to the Crazy House next Father's Day so's I can take over this ranch!

Maybe there's hope for you yet, Hood! You never gave me a Father's Day present before!

Hey, pass them old potatoes!



Is that how you ask fer somethin', Len? If you wanna grow up t'be like me, ask like I taught you!

Hey, pass them old potatoes before I kill you!

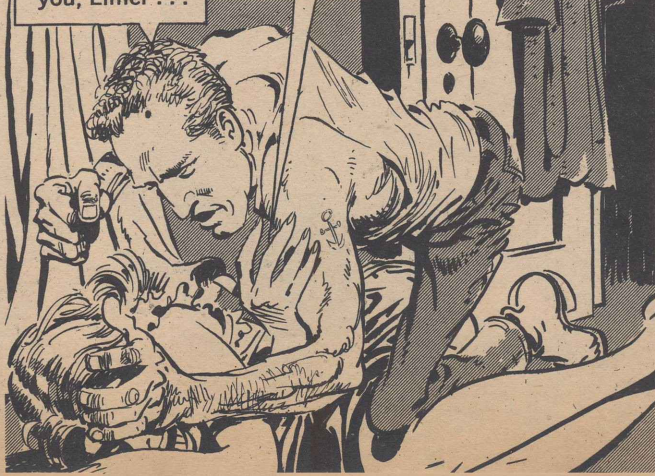
Tha's better!



I'm crazy about you, Elmer! I'm nuts about you, Elmer! I wanna make love to you, Elmer ...

So stop beating me up already, and **MAKE** love!

I **AM** making love! This is the **WAY** I make love! Later, I'll beat you up!



Uncle Hood, you are my ideal! I wanna be jus' like you when I'm older! That's why I'm goin' out with a girl tonight!

Hey, kid! Maybe you'll wanna park somewhere an' get in a little lovin'! Here—here's the key to my closet! You kin borrow my club!





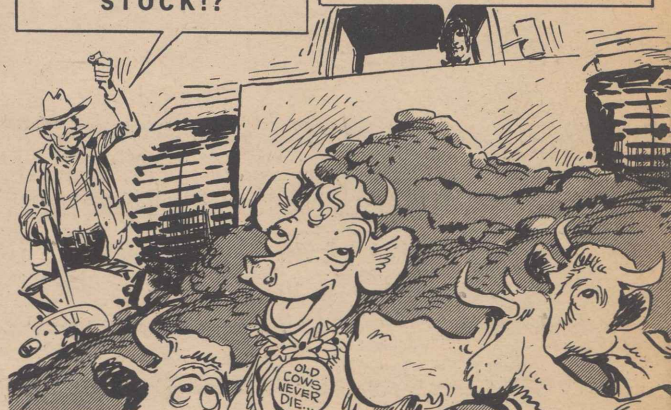
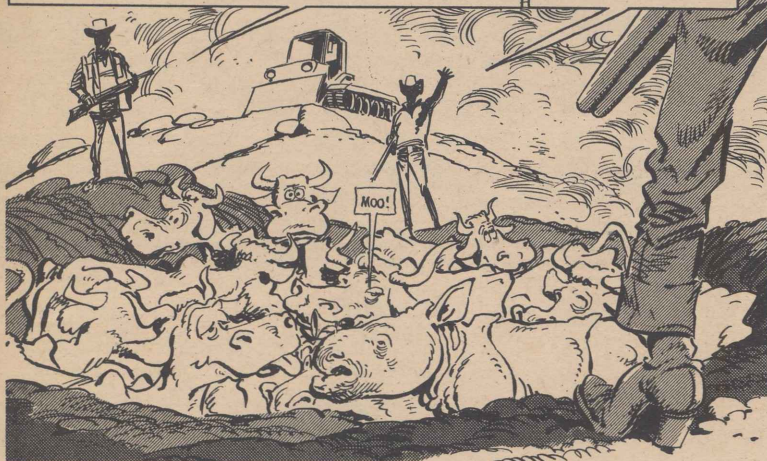
# NUDIST CAMP

Hood, our cattle have Foot and Mouth Disease! We got orders from the Government to kill 'em all, so we've rounded 'em up in this big pit, and now we gotta shoot 'em! Ready . . . ?

No! No! Wait! We cain't shoot 'em! It'd be a waste—a terrible waste!

By George, there's hope for you yet, Hood! So you cain't bring yourself t' shoot them critters 'cause it'd be a terrible waste of good prime STOCK!?

No! I cain't bring myself to shoot them critters 'cause it'd be a terrible waste of a good opportunity! As long as we got 'em in this pit here . . . LE'S BURY 'EM ALIVE!!



I'm leavin' here, Hood! I cain't bear spendin' another day under the same roof with a heel like you!

Tha's okay with me, Elmer! I'll be durned if I'll put on another roof jus' so you'll stay!!



I'm leavin' here, Hood! Mainly . . . I'm . . . dyin'...

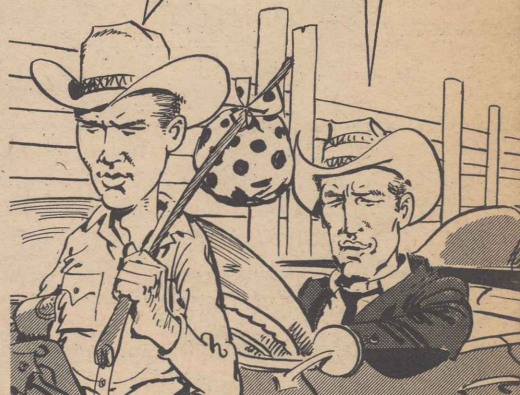
That's okay with me, Paw! Don't let me rush you!

Hello . . . Sam's Undertaking Parlor . . . ?

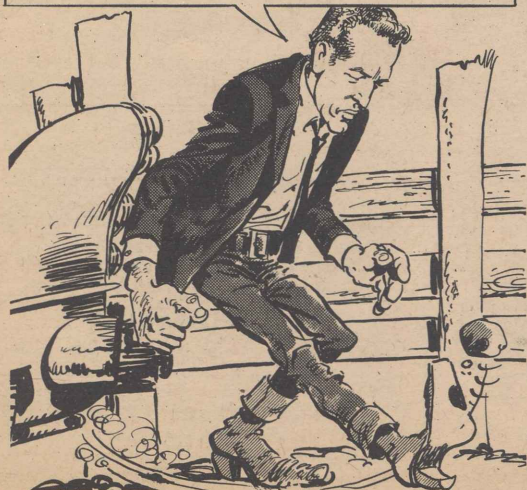


I'm leavin' here, Hood! I won't let you ruin me, too! There mus' be some other way of livin'—a decent way!

That's okay with me, Len! An' if you find it, do me a favor! Don't tell me!!



Well, folks! Elmer's gone, an' Paw's gone, and Len's gone . . . an' I'm all alone! I hope you get the moral of this here "Sick" Western!



Mainly, now that I got the ranch, an' I jus' struck oil, an' I'll have all the money an' beautiful women an' booze I want, do you think it'll make me happy?



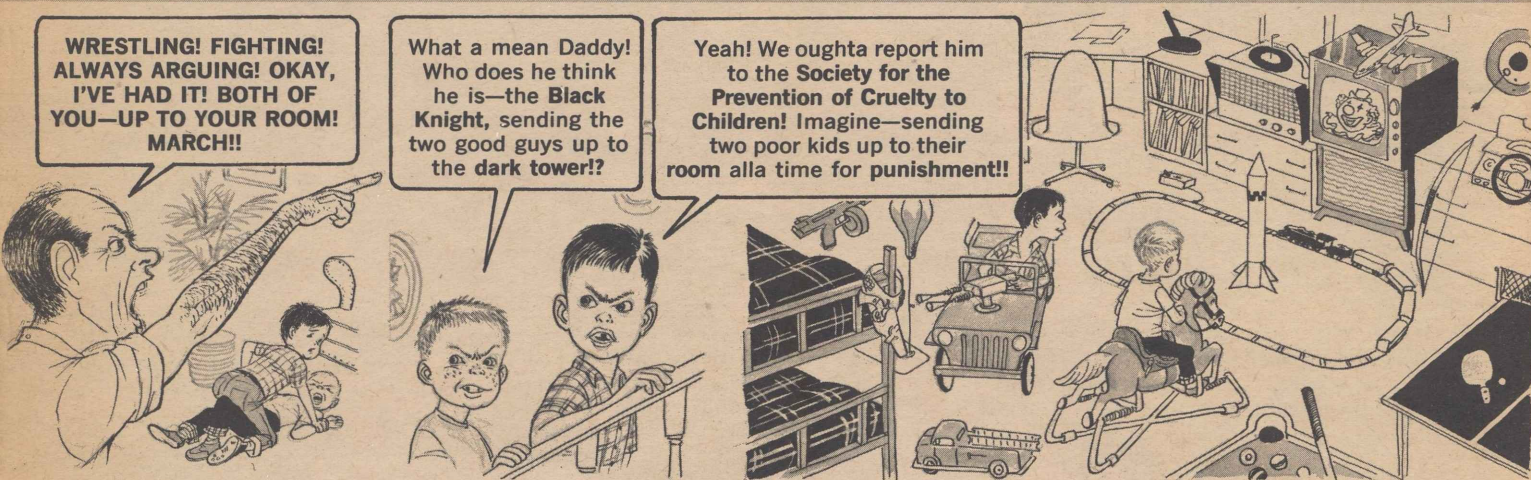
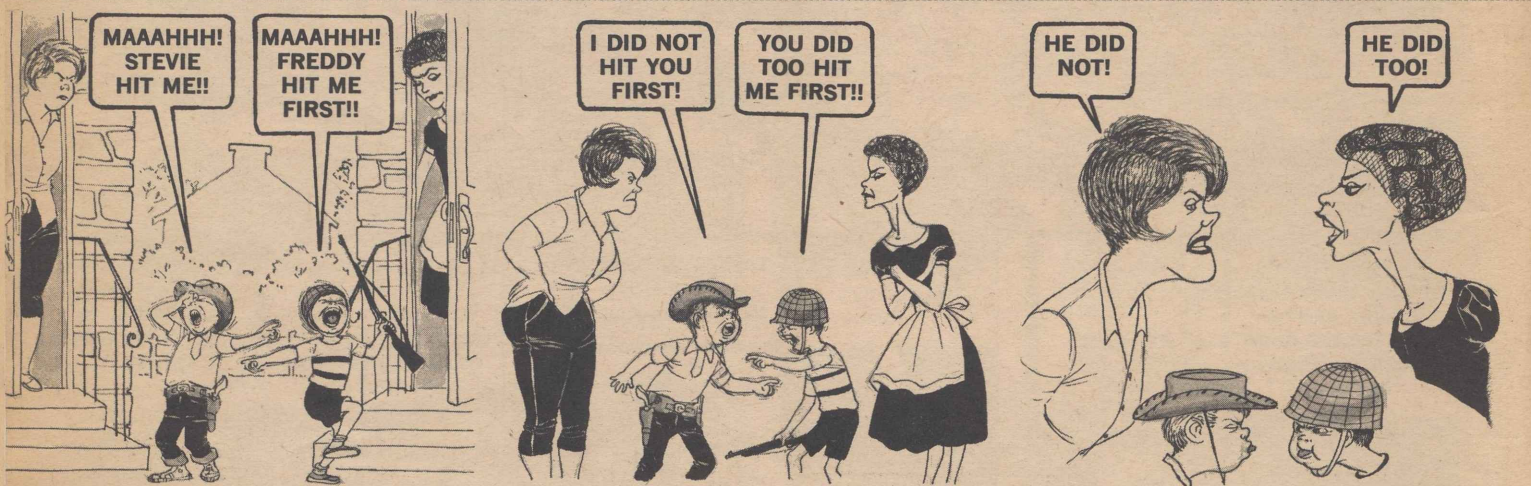
YOU'RE DARN RIGHT IT WILL!!





The relationship between Parents and their Little Kids can be summed up in one word: Aggravation! Yessiree, Parents sure give their Little Kids plenty of aggravation! You'll see exactly what we mean in this article by Dave Berg . . . who gave his Little Kids plenty of aggravation while researching:

# THE LIGHTER SIDE OF







# PARENTS

## (OF LITTLE KIDS)

WRITER & ARTIST: DAVID BERG

LISTEN—YOU TELL  
YOUR DIRTY BRAT  
TO KEEP HIS FILTHY  
HANDS OFF MY LITTLE  
FREDDIE!

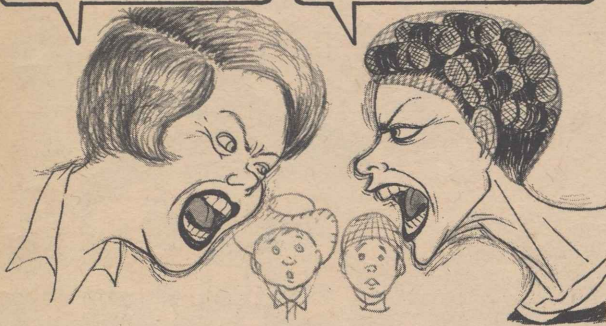
MY STEVIE A 'DIRTY  
BRAT'? WHY YOU PIG!  
YOU CAN FORGET ABOUT  
THE BRIDGE GAME  
TONIGHT!

I'VE GOT NEWS FOR YOU,  
BIG MOUTH! YOU CAN  
FORGET ABOUT ANY BRIDGE  
GAME ANY NIGHT! DON'T  
EVER SPEAK TO ME AGAIN!

THAT  
SUITS  
ME  
FINE!!

Play with  
you . . . ?

Okay!



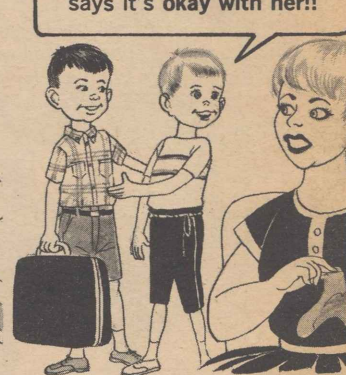
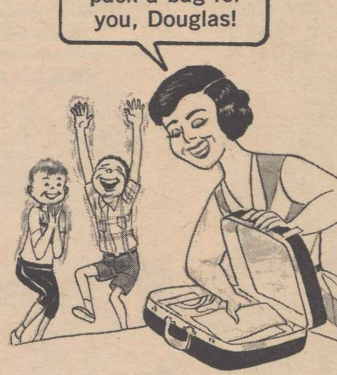
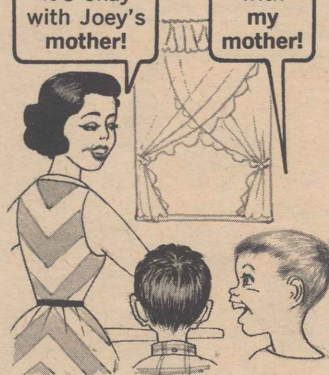
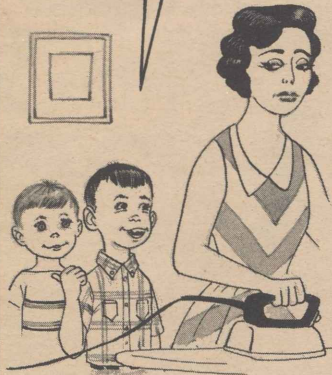
Mommy, can I sleep  
over Joey's house?

It's okay  
with me if  
it's okay  
with Joey's  
mother!

It's  
okay  
with  
my  
mother!

All right! In that  
case, we'd better  
pack a bag for  
you, Douglas!

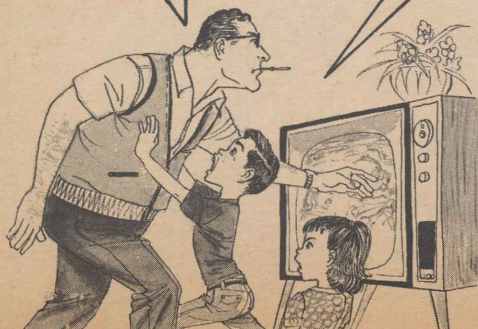
Mom, can Douglas sleep  
over our house? His mother  
says it's okay with her!!



All right, kids! You've  
been watching television  
all day! Now there's a  
program I want to see!!

No, Daddy!  
It's time  
for "Mickey  
Mouse"!!

Just one big fat minute!  
This is MY house—and  
MY television set—and  
I pay the electric bills!  
We might as well get it  
settled once and for all  
who's running this house!





Just wait till your father comes home and I tell him what you've done! Boy, is he gonna give you a licking!

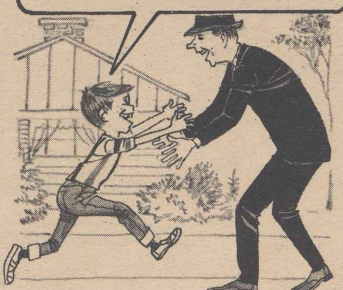
Ain't you scared?

Naahh! I know how to handle them! All I have to do is get to my Daddy first—before he comes into the house!

Daddy! Daddy! I've got the bestest Daddy in the whole world! All the other kids are jealous 'cause my Daddy is better'n their Daddies!!

So you're home! Well, let me tell you about this brat of yours—

Brat!? My Billy a brat!? Why I've got the bestest kid in the whole world! All the other Daddies are jealous 'cause my kid is better'n their kids!

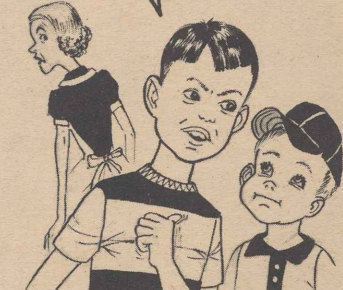
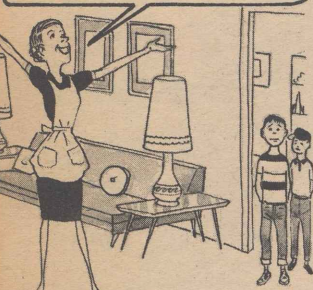


You don't appreciate what a good mother I am! Look at this beautiful spotless house I've given you! And this lovely room you've got!

No! No! Don't touch those toys! I've just spent an hour straightening them up!

No! No! You can't play in the den! I've just had the floor waxed!

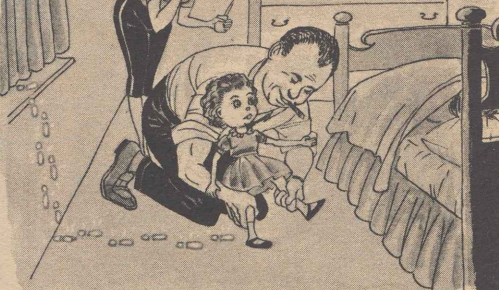
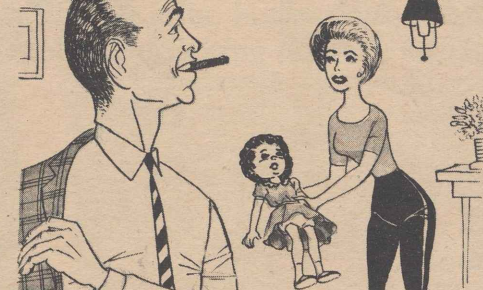
C'mon, Stu! Let's go over to Mark's house! His mom don't care what kind of a mess we make! She's a terrible mother!!



Oh, Jerry, I'm so glad you're home! I've had such a terrible day with Randi. It seems that she lost a tooth yesterday, and we forgot to put money from "The Good Fairy" under her pillow. Well, I tell you, there's been such crying and carrying-on all day long—

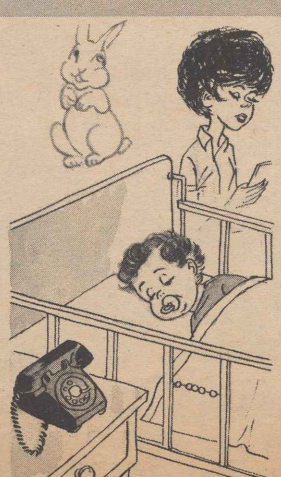
The poor kid! Let's make it up to her! Get me some of that gold glitter paint your cub scout den was using—and one of her dolls ...

See—with the gold paint on the doll's shoes, I'm making fairy footprints from the window to Randi's bed ...



But Elaine! It's the middle of the second act! Will you calm down! The baby is all right!

I just know something is wrong! It's a mother's heart telling me!! I'm going to call the baby sitter—



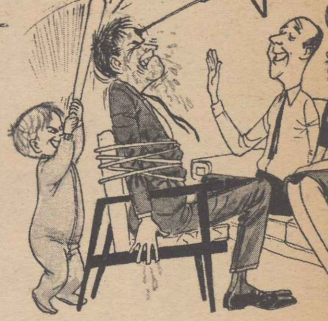


Mommy—  
(yawnnn—)  
Daddy—  
who's  
here?

Oh-oh! It's Kenny! He's  
up and he knows we have  
company. Now he'll try  
every trick in the book  
to get attention! But  
we know how to handle  
him! Just ignore him!!



That's it, Dick! He'll  
get tired soon! Just do  
like we do! Ignore him!!



Hi, Nick!  
Keeping  
busy?

I'll say! Mondays,  
I'm Assistant  
Cubmaster of my  
son Bobby's pack!  
Thursdays, I'm  
coach of my son  
Bobby's swimming  
team at the "Y"!

And on Saturdays,  
I'm manager of  
my son Bobby's  
Little League  
Team!

How's  
it  
with  
you?

Oh—  
same  
old  
thing!

Yeah, I know what you mean!  
Well, that's the way the  
cookie crumbles! Some kids  
got it—and some kids ain't!

You couldn't have been a  
normal kid—like Bobby!?  
You had to be a **GENIUS!**



Now we'll put the money  
under her pillow, with a  
note from "The Good Fairy"  
saying that so many chil-  
dren lost teeth yesterday,  
she just couldn't get  
around to Randi!

What an  
absolutely  
charming  
idea! She'll  
remember  
this all  
her life!

Regina! Come  
quick! Randi  
is waking up!

I've got to see the  
expression on her  
face when she sees  
what we've done!

A QUARTER!? WHAT KIND OF A  
CHEAPSKATE GOOD FAIRY GIVES A  
QUARTER!? DEBBIE GETS A WHOLE  
DOLLAR FROM HER GOOD FAIRY  
FOR EVERY TOOTH SHE LOSES!!



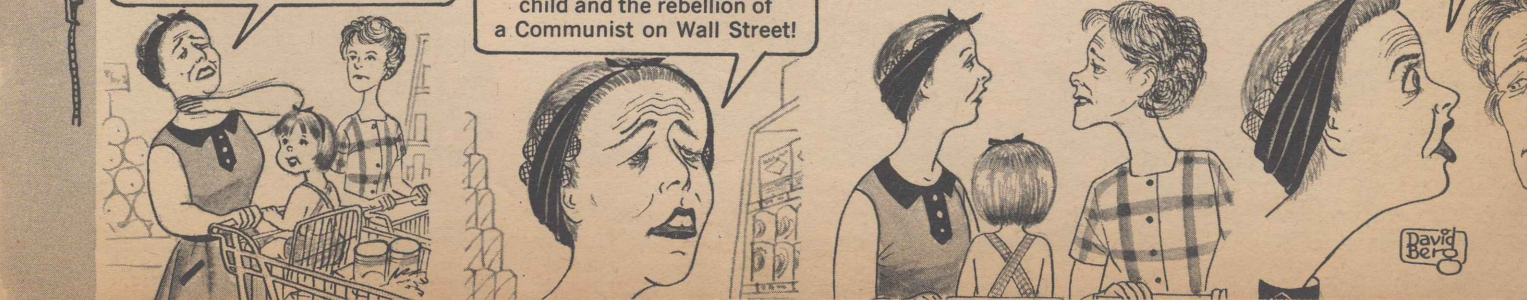
It's just like my mother  
always said: "Small children,  
small troubles! Big children,  
big troubles!" I've got two  
small children and a teenager!  
I've got troubles up to here!!

The younger ones are going  
through the whole routine—  
you know the bit—measles,  
chicken pox, temper tantrums!  
And the teenager has the body  
of an adult, the mind of a  
child and the rebellion of  
a Communist on Wall Street!

But I don't have  
to tell you! You  
know what it's  
all about!

Not really!  
I don't have  
any children!

You don't have any  
children!? So what  
do you do for  
aggravation!?





Here it is November, and you've probably just finished your last-minute Christmas Shopping! Well, that takes care of 1962! Now what about 1963?

# SOME MAD HINTS FOR THE COMING

**CHRISTMAS SHOPPING** To prepare yourself physically for shopping during the Christmas Season, follow this practical training course:



Gather 20 friends . . . Come to think of it, in this case enemies would be better! . . . in one room in your home.



Next, empty everything but one shirt from closet. Put price tag of \$12.00 on shirt, then mark it down to \$1.98.



At the count of 3, try to beat your 20 friends to the one shirt. Repeat until you've mastered this technique.

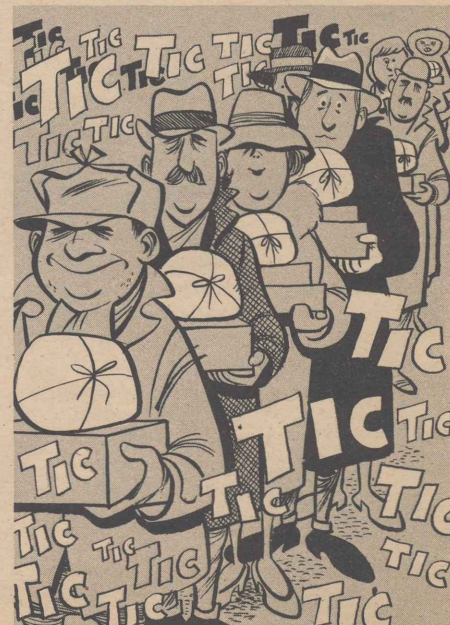
**MAILING LINES** It's bad enough buying gifts, but mailing them is worse. Here's MAD's method of licking the Post Office problem:



Buy cheap—(The cheaper the better!)—alarm clock. Wrap and label all gifts that have to be mailed . . . plus clock.



With wrapped alarm clock ticking loudly, stand on a line at the Post Office. Act suspicious, nervous and fidgety.



You'll be first on line in no time—unless, that is, you live in an area where practically everyone reads MAD.



Since so many people wait till the last minute to do their shopping and other Christmas chores, MAD now comes to their rescue by offering . . .

ARTIST: BOB CLARKE  
WRITER: DICK DE BARTOLO

# XMAS SEASON

**"WHAT TO BUY WHO" QUESTIONNAIRE** Make separate copy for each person you must shop for.  
Answer each question carefully. Save time and money.

WHAT IS THE NAME OF THE BELOVED PERSON I AM  
GIVING THIS GIFT TO? \_\_\_\_\_

THIS PERSON IS A LITTLE PUSHY, ISN'T SHE (HE)? \_\_\_\_\_

ABOUT HOW MUCH CAN I AFFORD TO SPEND ON THIS  
PERSON? \_\_\_\_\_

JUST WHO THE HELL DOES THIS PERSON THINK  
SHE (HE) IS??? \_\_\_\_\_

WHAT ARE THIS PERSON'S LIKES? \_\_\_\_\_

I SHOULD SPEND MY HARD-EARNED MONEY ON A FINK? \_\_\_\_\_

DISLIKES? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

WHAT AM I, CRAZY??? \_\_\_\_\_

AM I SURE THIS PERSON IS REALLY WORTH IT? \_\_\_\_\_

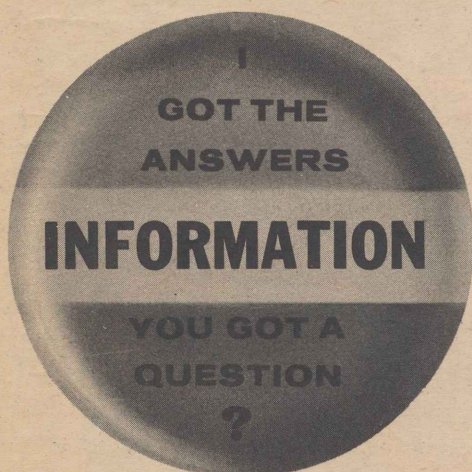
HAVE I SEEN THE LIGHT OF DAY JUST IN TIME? \_\_\_\_\_

HASN'T THIS PERSON DISPLAYED SOME DISAGREEABLE  
TRAITS DURING THE PAST YEAR? \_\_\_\_\_

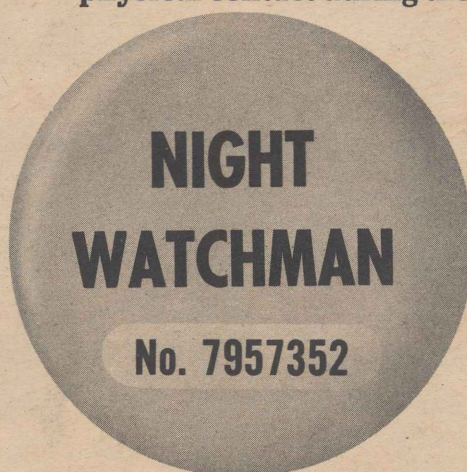
WHAT SHOULD I BUY MYSELF ON THE MONEY I WAS PLANNING  
TO SPEND ON THIS FINK'S GIFT? \_\_\_\_\_

## SPECIAL CHRISTMAS SHOPPING BADGES

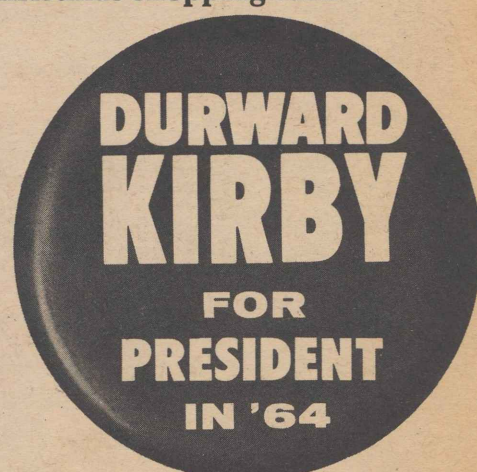
A collection of useful badges to avoid unpleasant physical contact during the Christmas shopping rush:



Paste this badge on stiff cardboard, cut it out, and pin it to your lapel. Enter any crowded Department Store, decide which floor you want to shop on, and direct people to floors other than the one you've chosen. Then you shop in uncrowded, leisurely fashion.



Use this badge to shop after 9 PM and before 8 AM. Be prepared to save lots of money as no sales help is usually present at this time. Be prepared to save even more money as real watchman is usually present at this time, and prison inmates don't exchange gifts.



If the 2 foregoing procedures do not appeal to you for various reasons . . . like you're too chicken to use them, try this badge. It establishes you as a "Kook"! People will be afraid to question you as you push through the crowds and walk to the front of lines.



## TRIMMING THE TREE

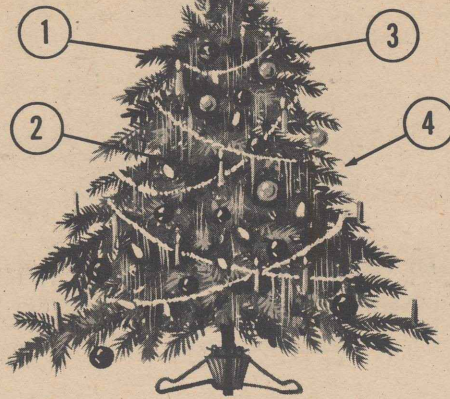
How to trim the Christmas Tree while taking precautions advised by National, State and Local Safety Councils.

(1) Ornaments: One must be careful in choosing ornaments. Glass and plastic ornaments will break and litter floor with dangerous pieces. Don't use them. Foil ornaments are too light and fragile, so leave them off the tree, too.

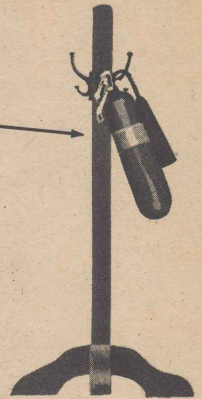
(2) Lights: You will want your tree to be a blaze of glory, but you cannot use candles. They are a fire hazard. And since electric lights short out easily, better not use those either.

(3) Trimmings: Tinsel, angel hair, etc. tend to fall off tree making it hard on bare feet come Christmas morning. Avoid using these items at all costs.

(4) The Tree: A tall tree means climbing a ladder to decorate, with chance of a nasty fall. Small trees are fire hazards, so prune back branches well. And keep a fire extinguisher nearby.



(5) Completed Tree: After taking all precautions, finished tree is a sight to behold. Of course, you can achieve same effect by decorating a hat rack.



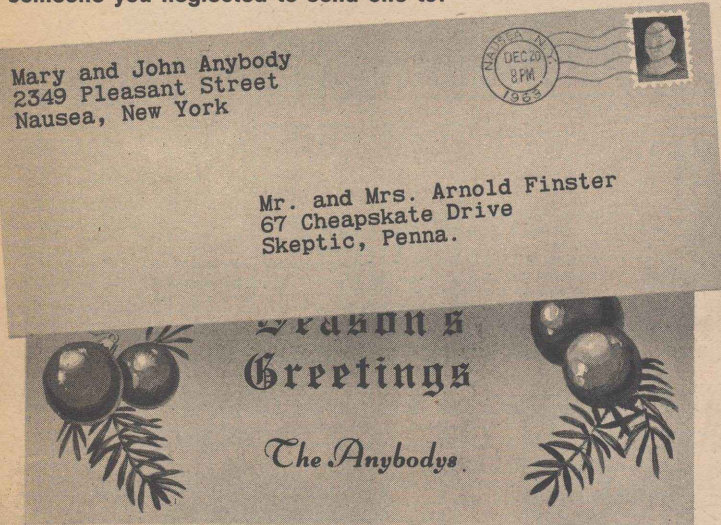
## THE CHRISTMAS CARD PROBLEM

Every year, we receive hundreds of Christmas cards, mostly from people we neglected to send cards to ourselves. With this simple MAD "3-piece Label Set," the problem is solved.

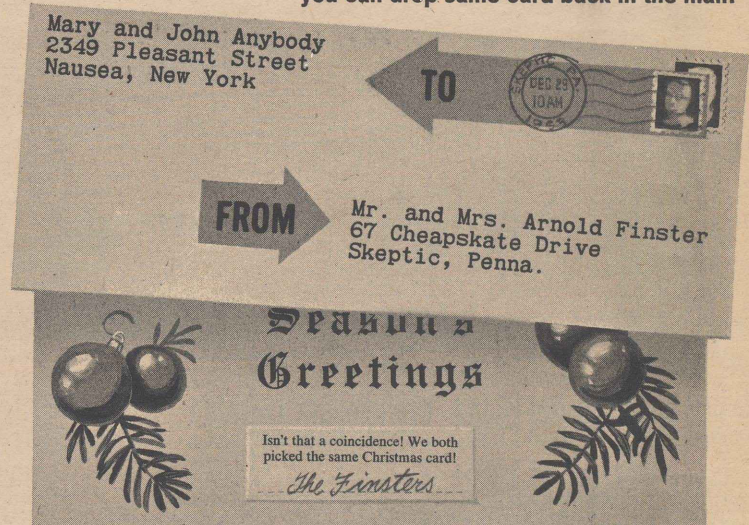


Isn't that a coincidence! We both picked the same Christmas card!

Here is typical card received from someone you neglected to send one to:



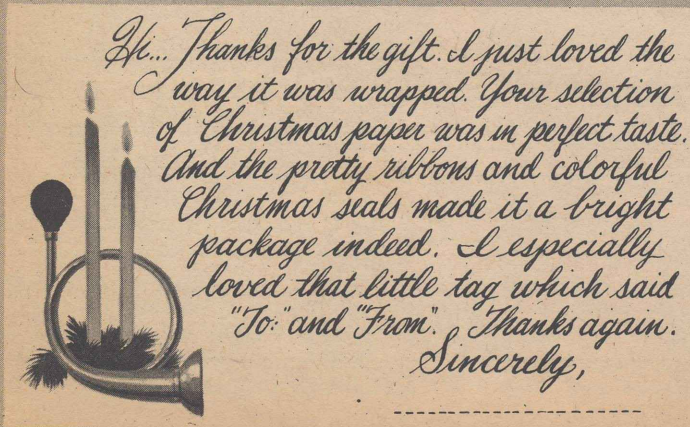
Using special "MAD 3-piece Label Set," you can drop same card back in the mail:



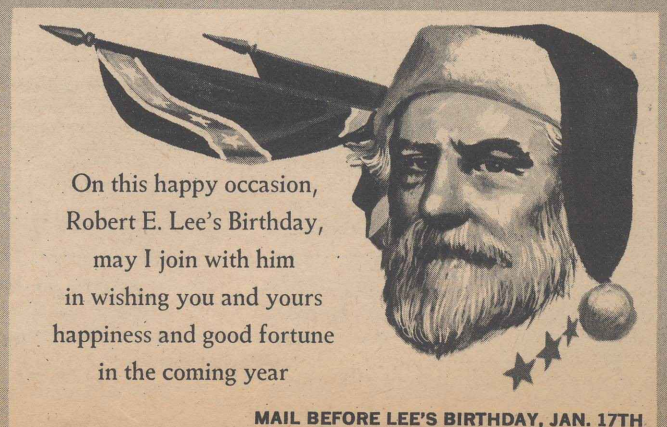
## SPECIAL "AFTER CHRISTMAS CARDS"

There are several notes or cards to be sent out after Christmas. MAD takes most of the work out of writing them with this selection of "After Christmas Cards":

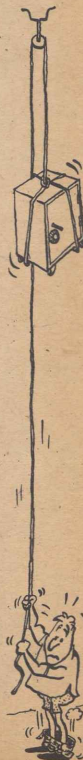
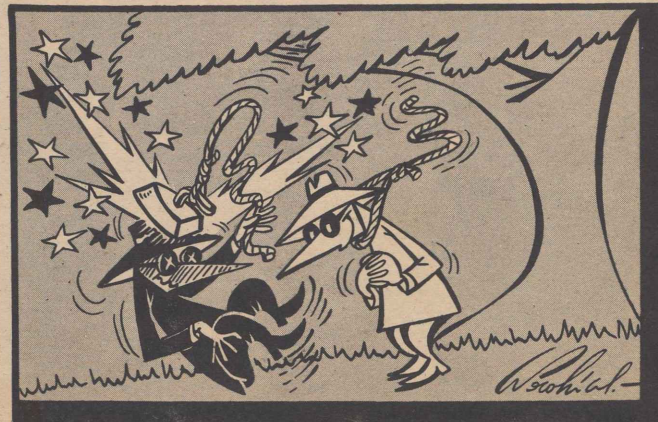
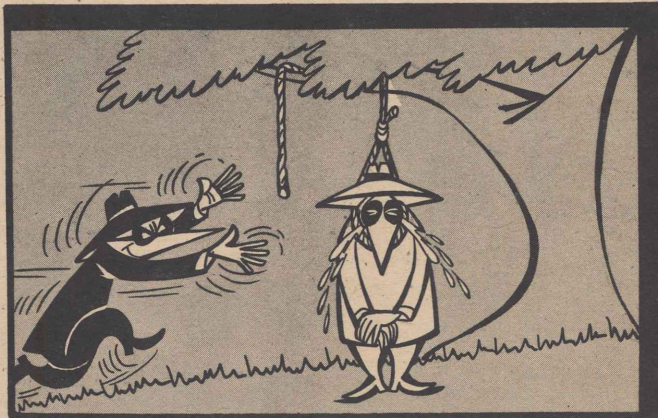
"Thank You Card" for Christmas Gift you really hated but helps you avoid lying about how much you loved the thing:



"Belated Card" for people who send cards too late to be returned, and too late to even send back New Year Card:







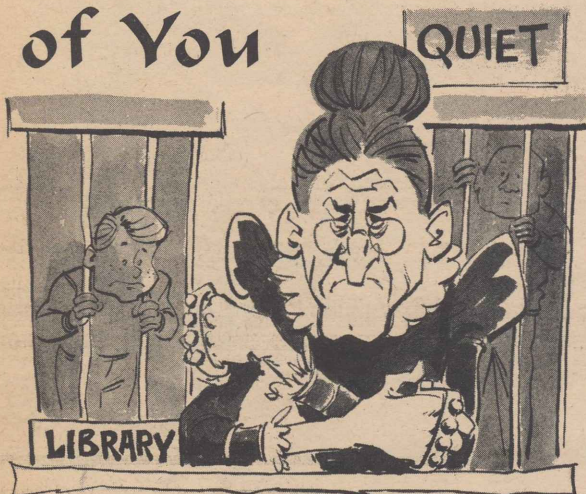


**ADD VERSE AND CONSENT DEPT.**

There's one area that the "New Frontier" hasn't attempted to change, mainly all those dull notices we get whenever the Government has something to tell us. In other words, if Federal, State and Local Governments are supposed to be friendly, then why not make their letters friendly? Just think how much more appealing all those stuffy notices and announcements would be if they were pepped up into these

# GOVERNMENT

## Thinking of You



At...2 a.m....we'll come for you  
And maybe break your...arm...in two,  
And if you still won't come across,  
We've other ways to show who's boss,  
Like giving you the third degree,  
Or seizing all your property;  
To save your skin, there's just one way—  
Return our..."Mother Goose"... today!

PUBLIC LIBRARY

## You're Getting Out!



We're happy to be telling you  
Some new facts have arisen,  
Which means that you won't have to do  
Your last...five years...in prison;

Instead of keeping you confined  
And having to support you—  
We'll set you free, because we find  
It's cheaper to deport you!

U.S. JUSTICE DEPT.

# HAPPY VACATION!



You'll love the sights in Arkansas,  
The mountains of Montana;  
You'll love the wild Mardi Gras  
In old Louisiana;  
You'll want to try your fishing skills  
In sunny Minnesota,  
Then see Mt. Rushmore in the hills  
Of nearby South Dakota;  
In other words, you'd better plan  
A U.S.A. vacation;  
Because we've just refused, old man,  
Your passport application!

U.S. STATE DEPT.



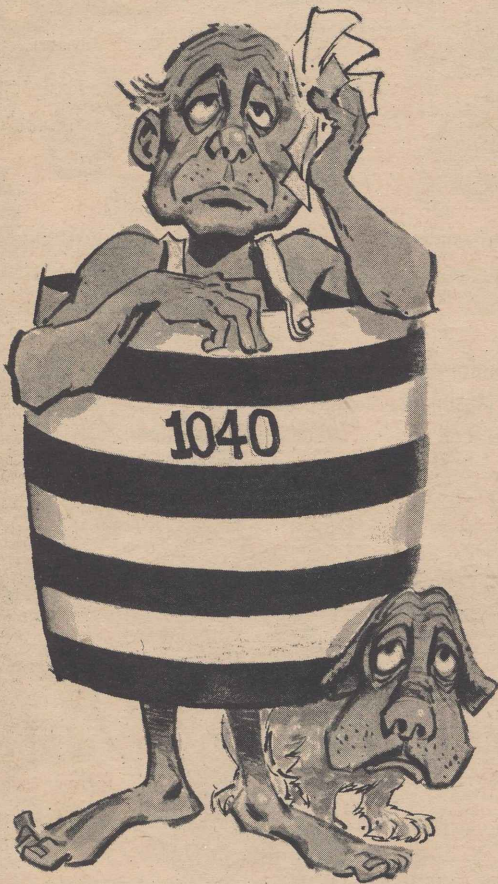
# NT GREETING CARDS

ARTIST: JACK RICKARD

WRITER: FRANK JACOBS

## Thanks Loads!

Yes, thank you for your tax return;  
It really was a joy to learn  
That you're convinced there's so much money due you;  
We really wish that we could send  
A check that you could cash and spend;  
Instead, we send this merry greeting to you:



On April 10th you will report  
Before Judge Schwartz in District Court;  
At 3 P.M.; you'll be the sole defendant;  
The prison term that you will draw  
Will show you it's against the law  
To claim a basset hound as a dependent!

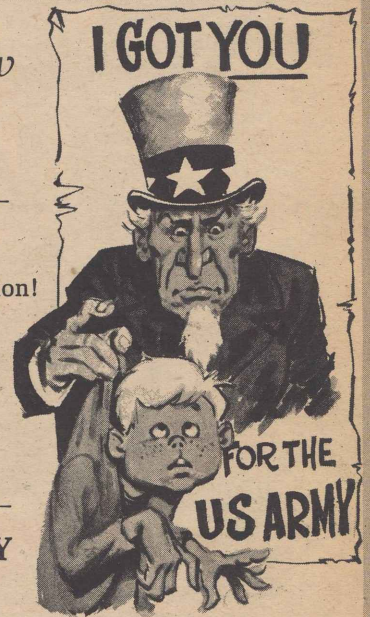
BUREAU OF INTERNAL REVENUE

## To My Favorite Nephew

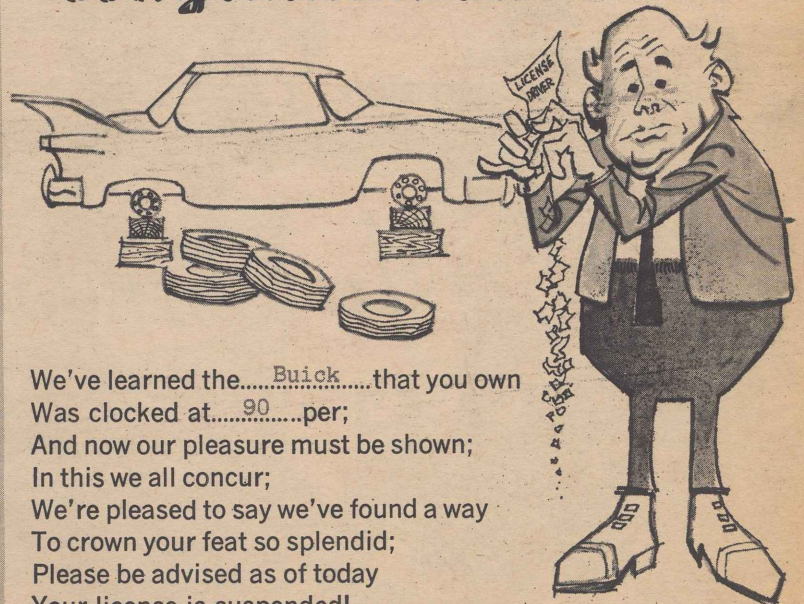
Because you're such a splendid lad,  
Your Uncle is immensely glad  
To offer you this heartfelt invitation—  
I'm very sure that you'll enjoy  
To hear that you are getting, boy,  
A two-year, all-expenses-paid vacation!

I know it's one that you'll adore;  
It beats a trip to Singapore,  
To London, Paris, Cairo or Miami;  
At 8 A.M. May 1st we'll meet  
At 102 South 14th Street;  
Please be on time; you're drafted!

UNCLE SAMMY



## Congratulations!

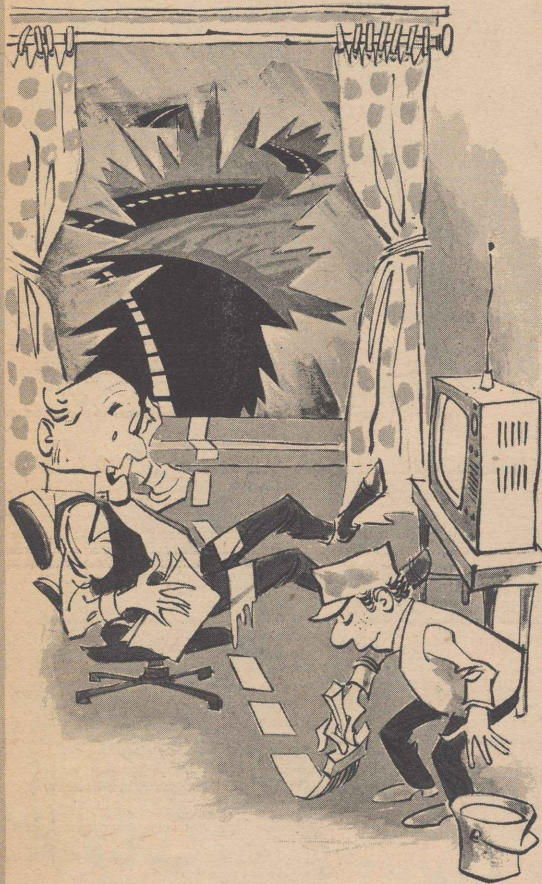


We've learned the Buick that you own  
Was clocked at 90 per;  
And now our pleasure must be shown;  
In this we all concur;  
We're pleased to say we've found a way  
To crown your feat so splendid;  
Please be advised as of today  
Your license is suspended!

STATE MOTOR VEHICLE DEPT.



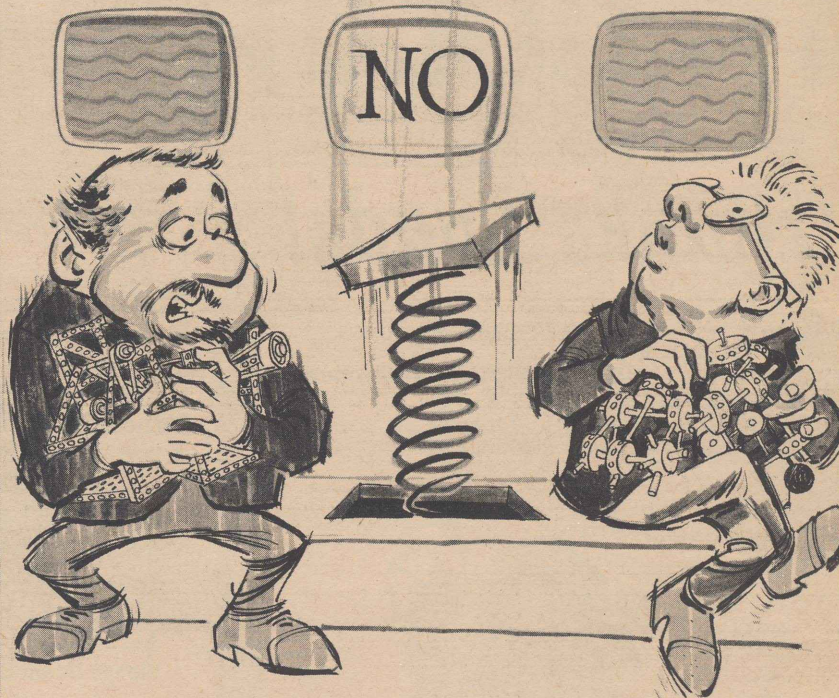
# Surprise!



Your Uncle Sam is building you  
An eight-lane highway, nice and new;  
You'll find the road is quite nearby  
The property you occupy;  
Your home, in fact, is in the way;  
(we just condemned it yesterday)  
You'd better move, and plenty fast,  
'Cause in two days... we start to blast!

FEDERAL  
HIGHWAY COMMISSION

## In Deepest Sympathy

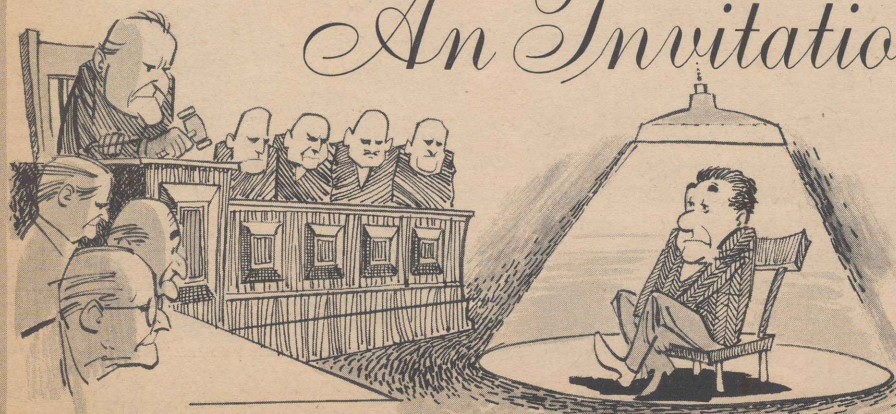


We've patented the railway train,  
The telephone, the monoplane,  
The steamboat and the  
nuclear reactor;  
We've patented the motor car,  
The phonograph, the Mason jar,  
The bobby pin, the doorbell,  
and the tractor;

We've patented most everything  
From paper clips and balls of string  
To radar screens that keep  
our land protected;  
But now, alas, we're most distressed  
To have to turn down your request;  
Your claim to patent breathing...  
is rejected!

U.S. PATENT OFFICE

# An Invitation For You



On April 12th... please come on down  
To Washington, D.C.  
Where monuments of great renown  
Proclaim their majesty;  
It pains us that you must ignore  
These highlights of our city;  
'Cause, chum, you're being hauled before  
A Senate sub-committee!

U.S. CONGRESS



# AN EARLY MORNING BATHROOM SCENE

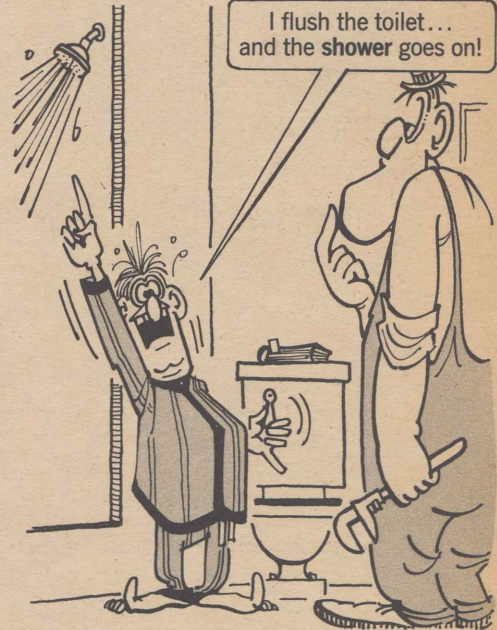
I turn on the cold water ...  
and the hot water goes on!



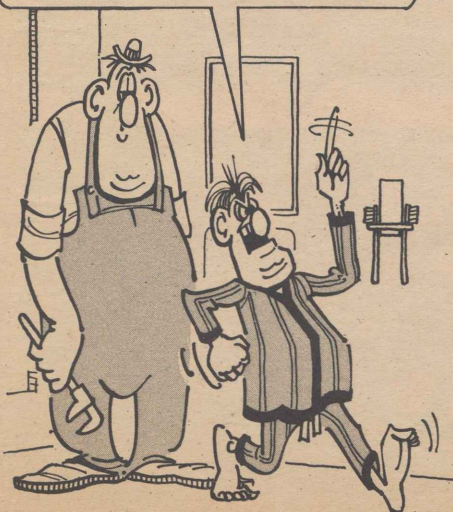
I turn on the hot water ...  
and the toilet flushes!



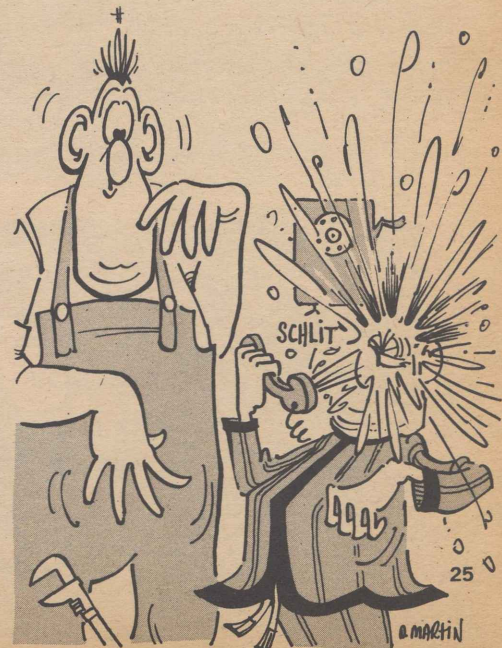
I flush the toilet ...  
and the shower goes on!



You've displayed your incompetence to  
the wrong man, sir! I'll see to it  
that you never work as a Plumber again!

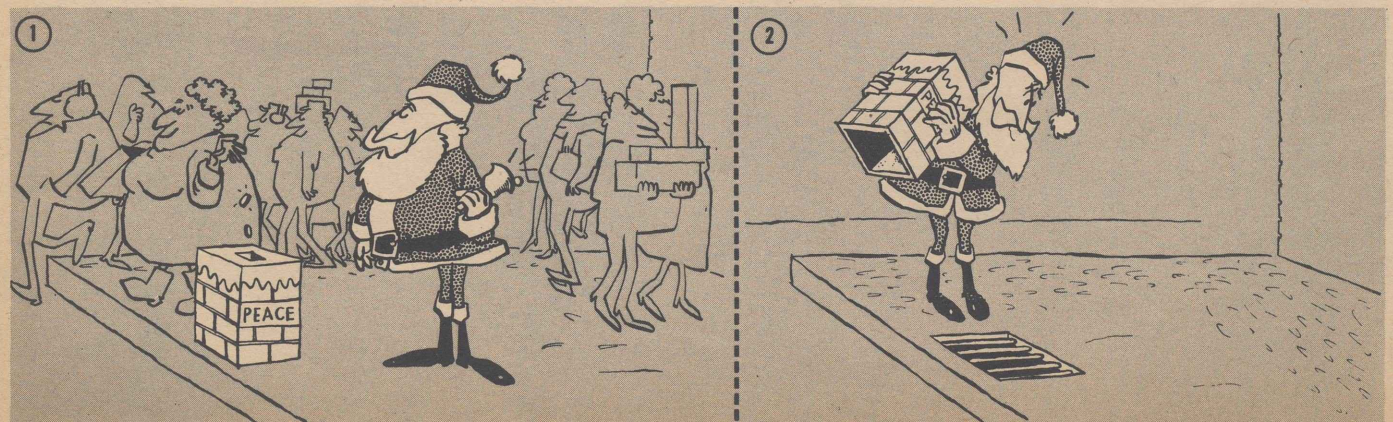
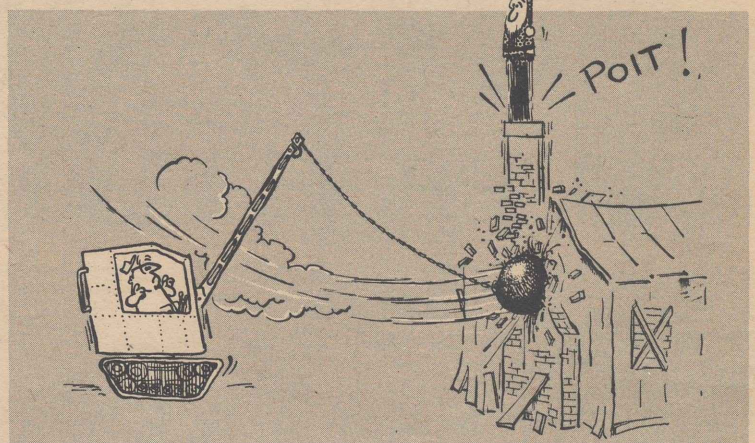
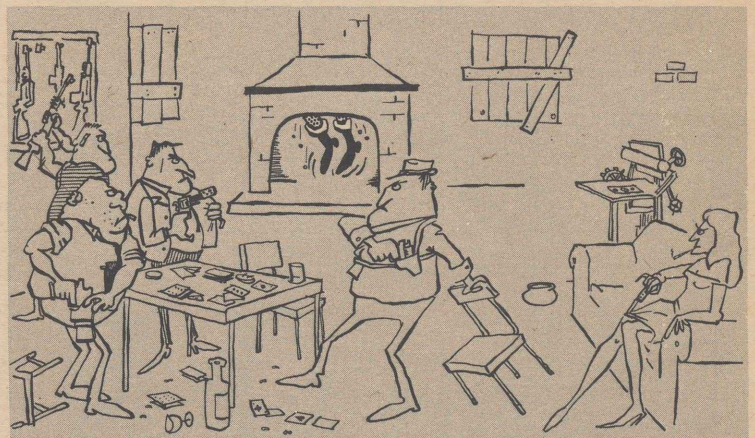
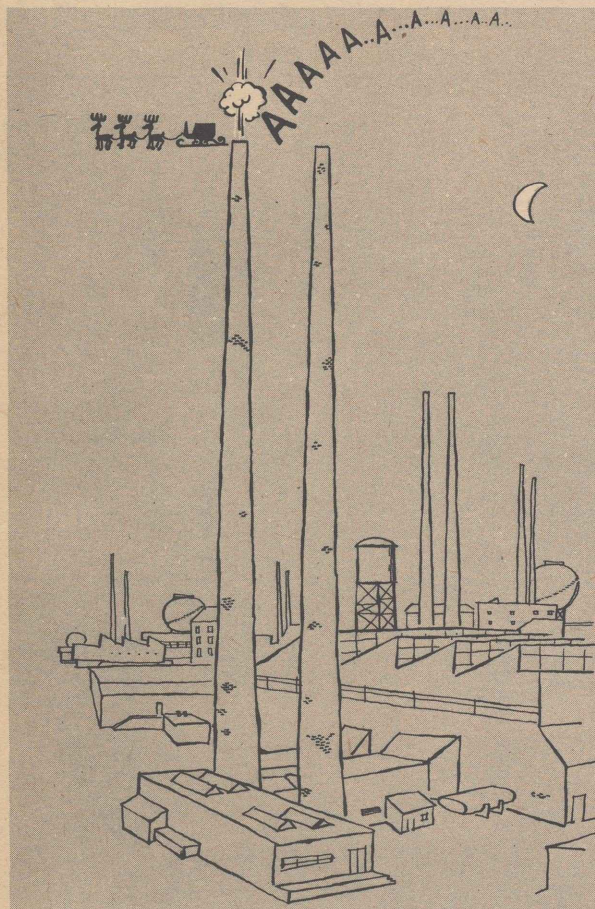
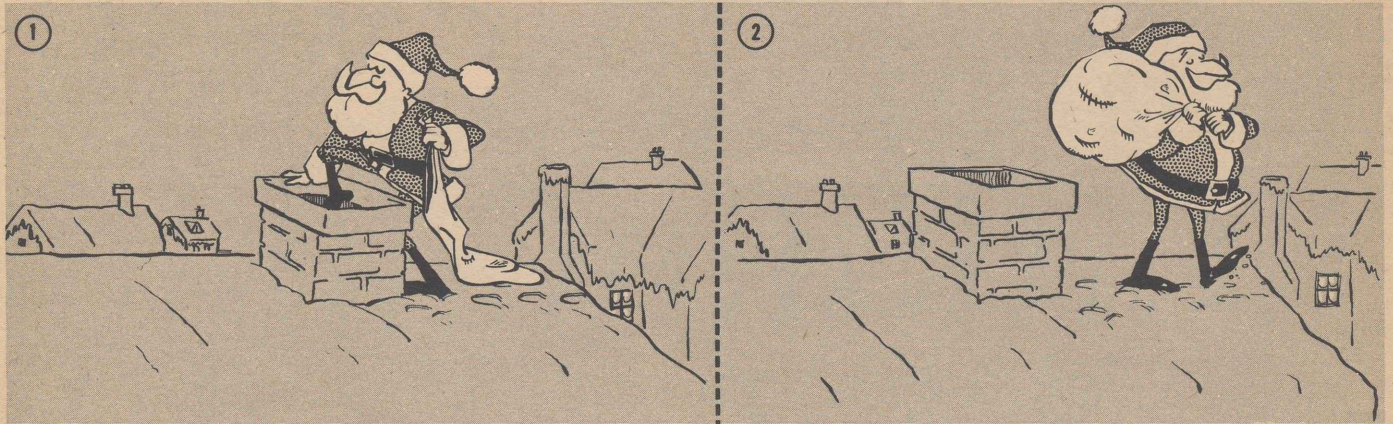


Hello, Operator? Get me  
The Plumbers' Union ...





# A MAD LOOK AT



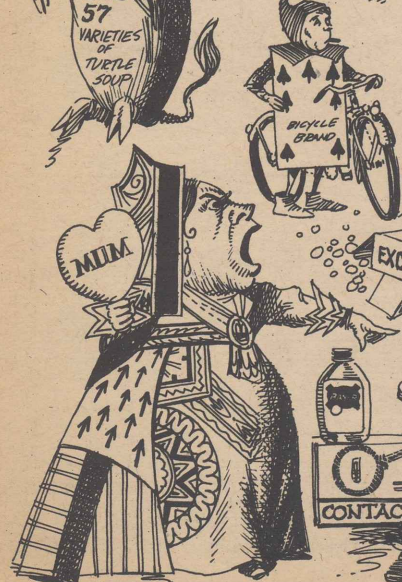




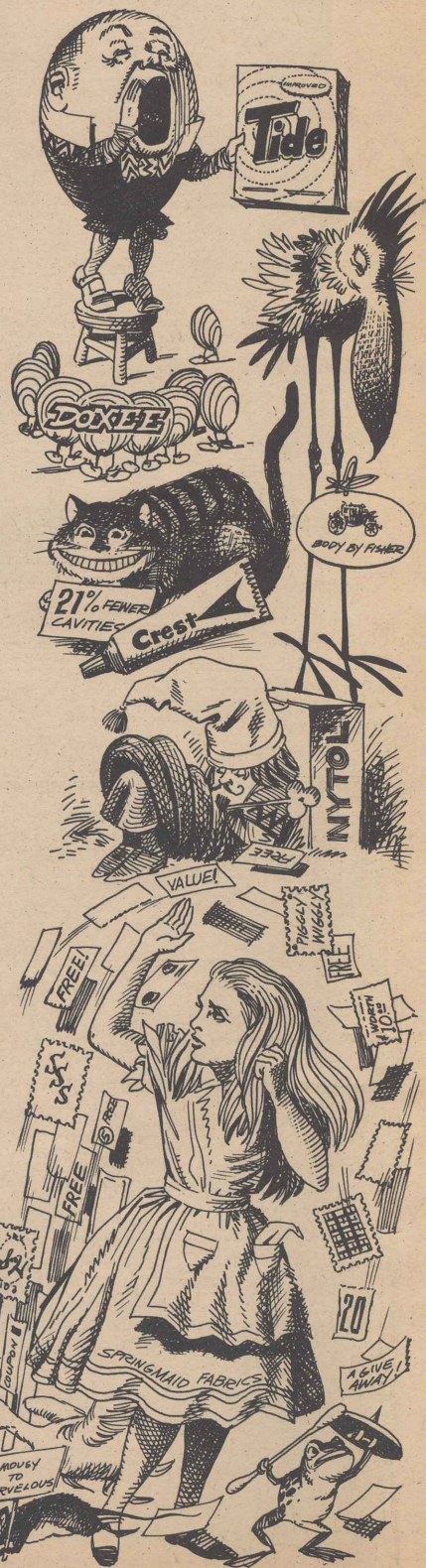


## ON DREAMING, AFTER FALLING ASLEEP WATCHING TV

**WRITER: ISABELLE DI CAPRIO**



'Twas Brillo, and the G.E. Stoves,  
Did Procter-Gamble in the Glade;  
All Pillsbury were the Taystee loaves,  
And in a Minute Maid.





Here we go again with another primer. You all know what a Primer is. It's a simple book for the pupil who is just learning how to read. And so . . . for all those pupils who are just learning how to read, and are also graduating from High School this Spring, here is—

# THE MAD College Primer

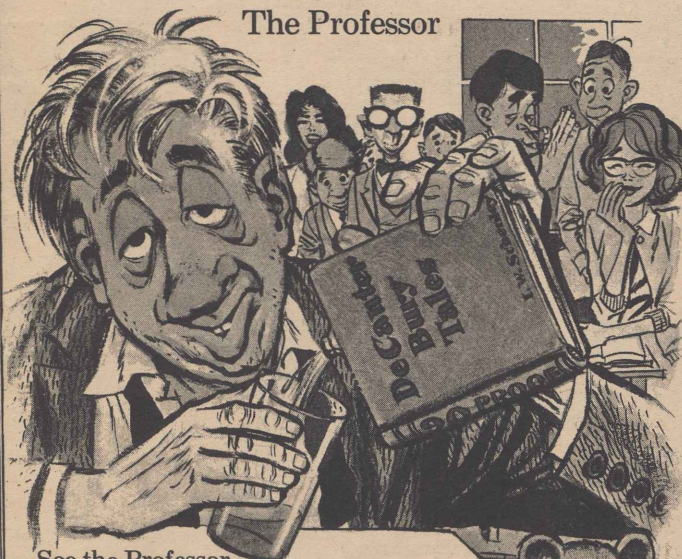
## MY FIRST COLLEGE READER

Fresh Little Tales For Little Freshmen



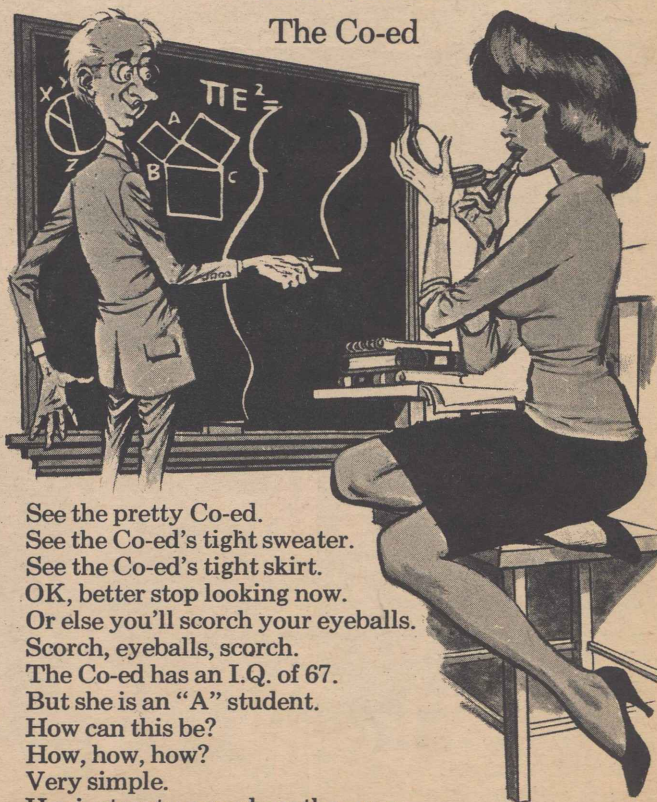
Illustrated By Wally Wood    Written By Phil Hahn

### LESSON 1. The Professor



See the Professor.  
He teaches English Lit.  
In fact, he teaches everything lit.  
The Professor is a lush.  
Drink, Professor, drink.  
But don't give the people the wrong idea.  
Not all Professors are luses.  
Lushes, luses, luses.  
You don't HAVE to drink to teach College Students.  
But it sure helps.

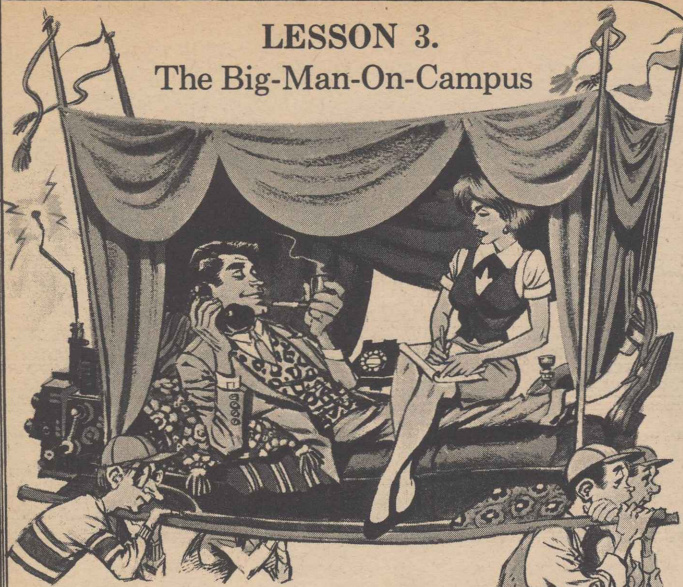
### LESSON 2. The Co-ed



See the pretty Co-ed.  
See the Co-ed's tight sweater.  
See the Co-ed's tight skirt.  
OK, better stop looking now.  
Or else you'll scorch your eyeballs.  
Scorch, eyeballs, scorch.  
The Co-ed has an I.Q. of 67.  
But she is an "A" student.  
How can this be?  
How, how, how?  
Very simple.  
Her instructors mark on the curve.

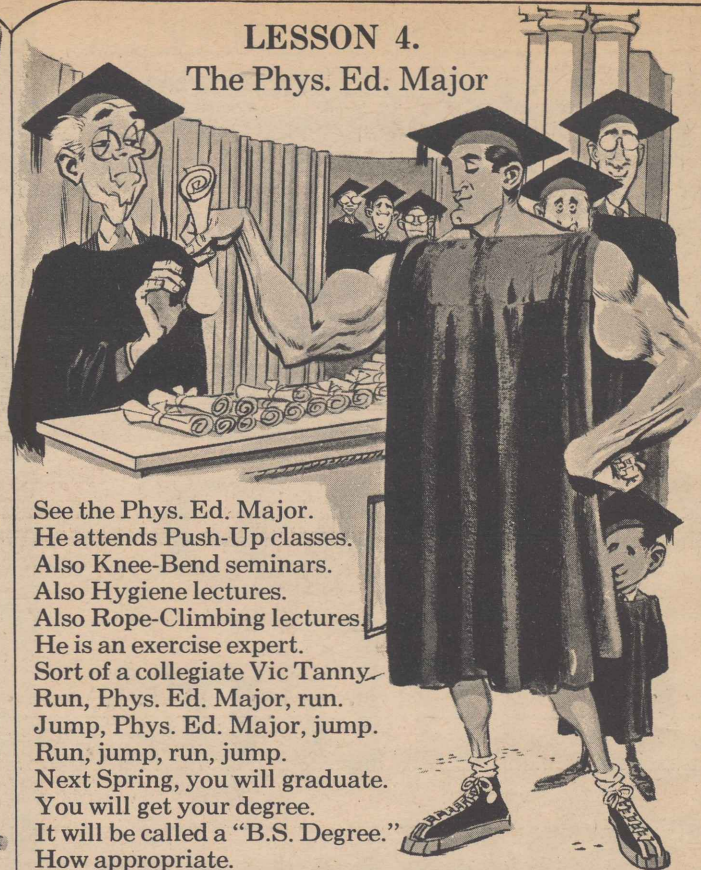


### LESSON 3. The Big-Man-On-Campus



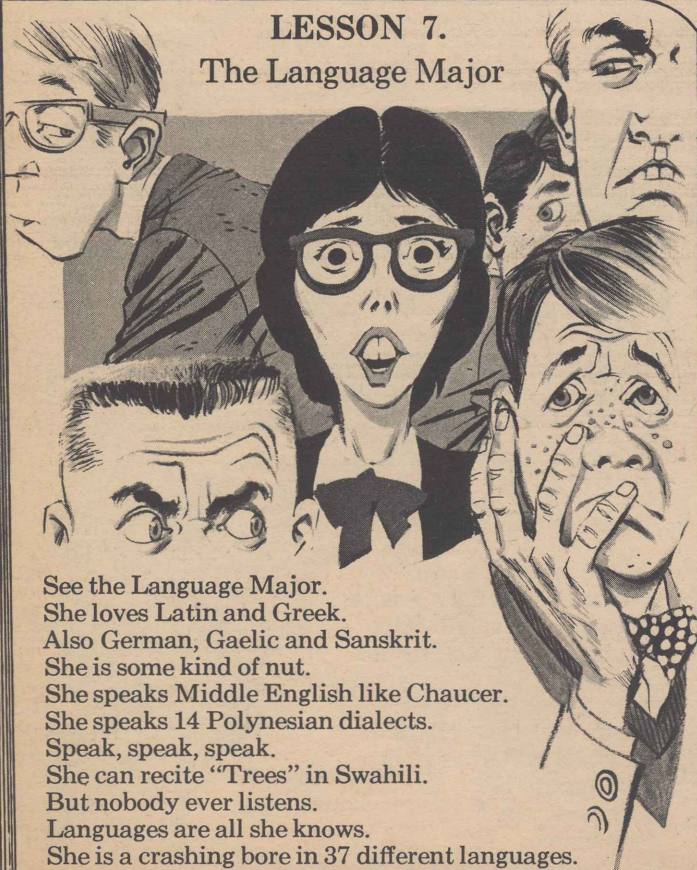
See the Big-Man-On-Campus.  
He is very important.  
He is President of everything.  
He belongs to 43 campus organizations.  
Some of which don't even exist.  
Join, B-M-O-C, join.  
Soon you won't be Big anymore.  
In fact, you won't even be On Campus.  
You see, you forgot to enroll this term.  
You were too busy going to meetings.

### LESSON 4. The Phys. Ed. Major



See the Phys. Ed. Major.  
He attends Push-Up classes.  
Also Knee-Bend seminars.  
Also Hygiene lectures.  
Also Rope-Climbing lectures.  
He is an exercise expert.  
Sort of a collegiate Vic Tanny.  
Run, Phys. Ed. Major, run.  
Jump, Phys. Ed. Major, jump.  
Run, jump, run, jump.  
Next Spring, you will graduate.  
You will get your degree.  
It will be called a "B.S. Degree."  
How appropriate.

### LESSON 7. The Language Major



See the Language Major.  
She loves Latin and Greek.  
Also German, Gaelic and Sanskrit.  
She is some kind of nut.  
She speaks Middle English like Chaucer.  
She speaks 14 Polynesian dialects.  
Speak, speak, speak.  
She can recite "Trees" in Swahili.  
But nobody ever listens.  
Languages are all she knows.  
She is a crashing bore in 37 different languages.

### LESSON 8. The Cheerleaders

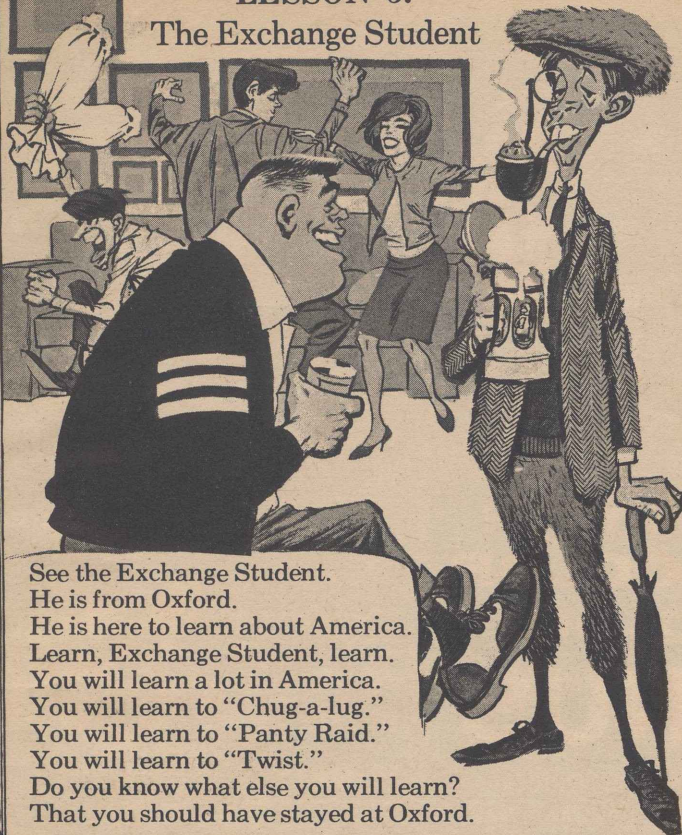


See the Cheerleaders.  
They are full of energy.  
They are full of enthusiasm.  
Guess what else they are full of.  
They yell "Go, team, go!"  
"GO, TEAM, GO!"  
Good heavens, what a racket.  
Soon the crowd yells back:  
"GO! GO! GO!"  
But they don't mean the team.  
They mean the Cheerleaders.  
They want to watch the game in peace.



## LESSON 5.

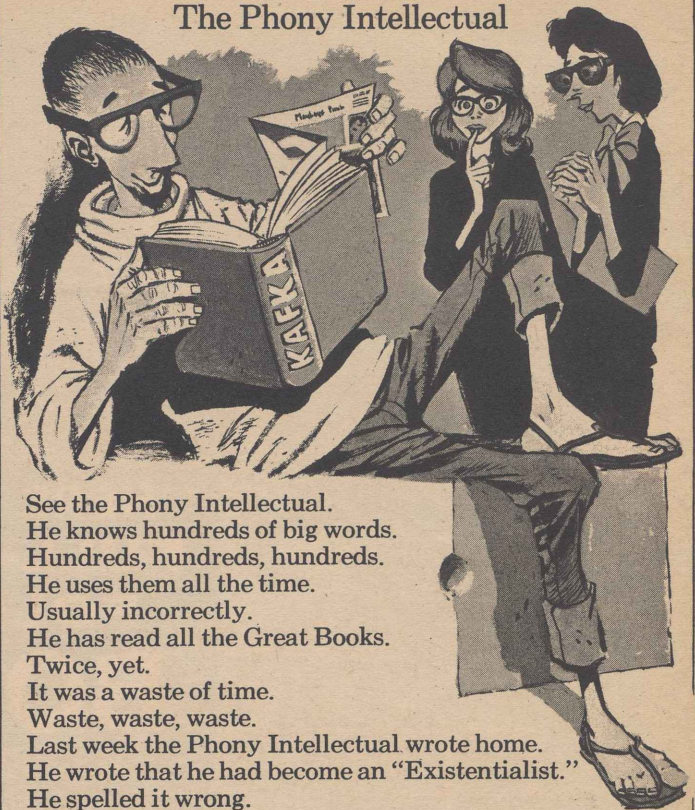
### The Exchange Student



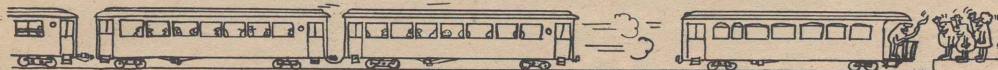
See the Exchange Student.  
He is from Oxford.  
He is here to learn about America.  
Learn, Exchange Student, learn.  
You will learn a lot in America.  
You will learn to "Chug-a-lug."  
You will learn to "Panty Raid."  
You will learn to "Twist."  
Do you know what else you will learn?  
That you should have stayed at Oxford.

## LESSON 6.

### The Phony Intellectual

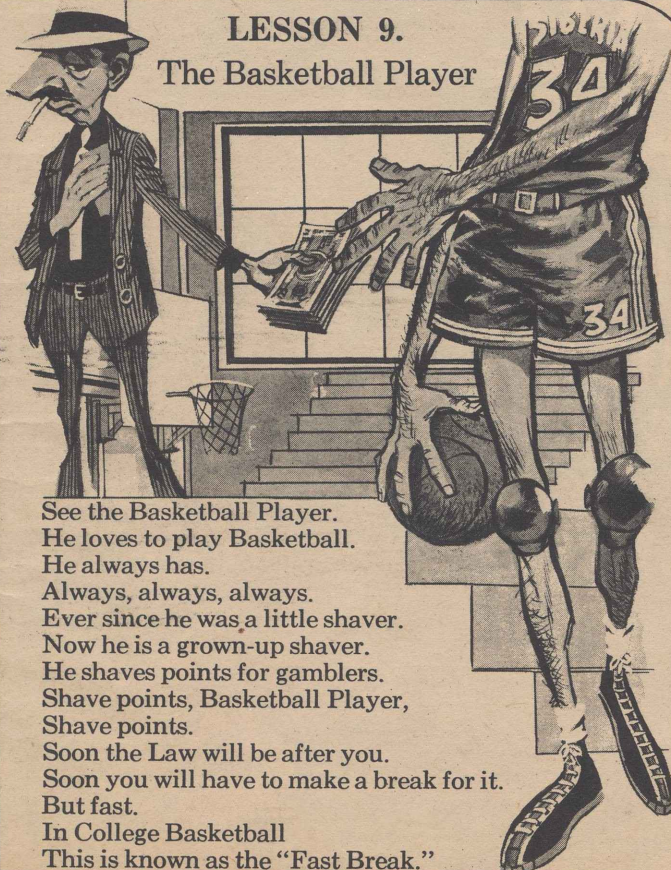


See the Phony Intellectual.  
He knows hundreds of big words.  
Hundreds, hundreds, hundreds.  
He uses them all the time.  
Usually incorrectly.  
He has read all the Great Books.  
Twice, yet.  
It was a waste of time.  
Waste, waste, waste.  
Last week the Phony Intellectual wrote home.  
He wrote that he had become an "Existentialist."  
He spelled it wrong.



## LESSON 9.

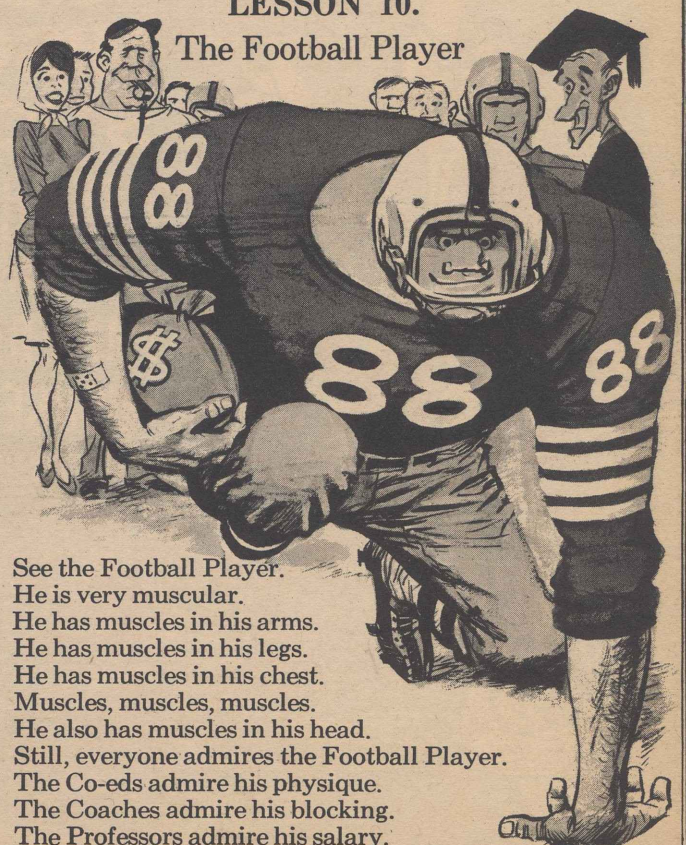
### The Basketball Player



See the Basketball Player.  
He loves to play Basketball.  
He always has.  
Always, always, always.  
Ever since he was a little shaver.  
Now he is a grown-up shaver.  
He shaves points for gamblers.  
Shave points, Basketball Player,  
Shave points.  
Soon the Law will be after you.  
Soon you will have to make a break for it.  
But fast.  
In College Basketball  
This is known as the "Fast Break."

## LESSON 10.

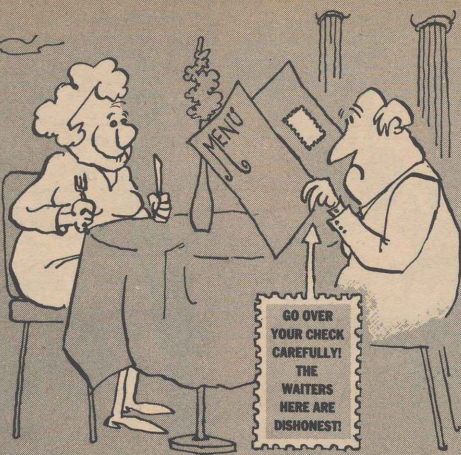
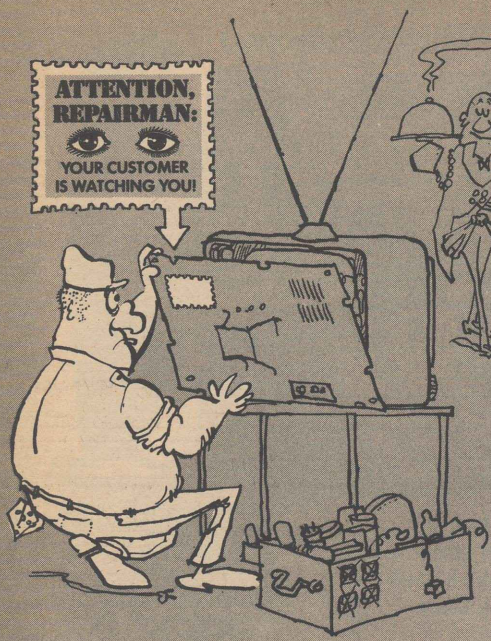
### The Football Player



See the Football Player.  
He is very muscular.  
He has muscles in his arms.  
He has muscles in his legs.  
He has muscles in his chest.  
Muscles, muscles, muscles.  
He also has muscles in his head.  
Still, everyone admires the Football Player.  
The Co-eds admire his physique.  
The Coaches admire his blocking.  
The Professors admire his salary.



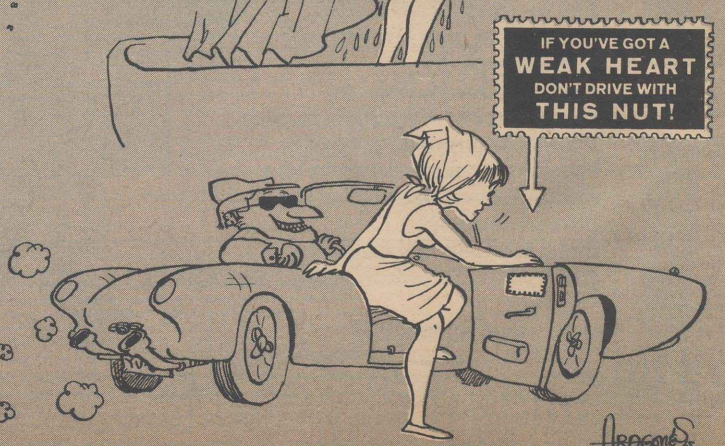
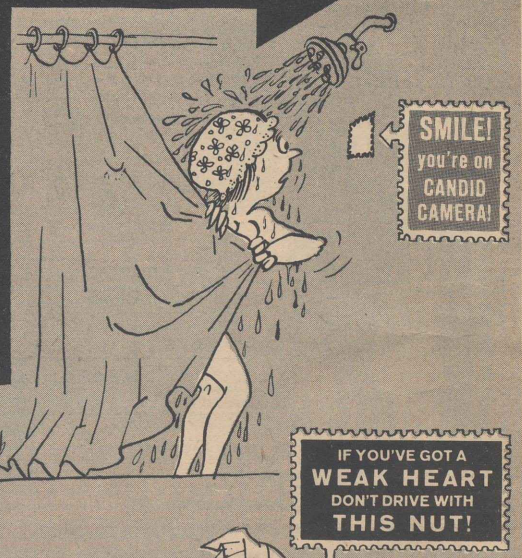
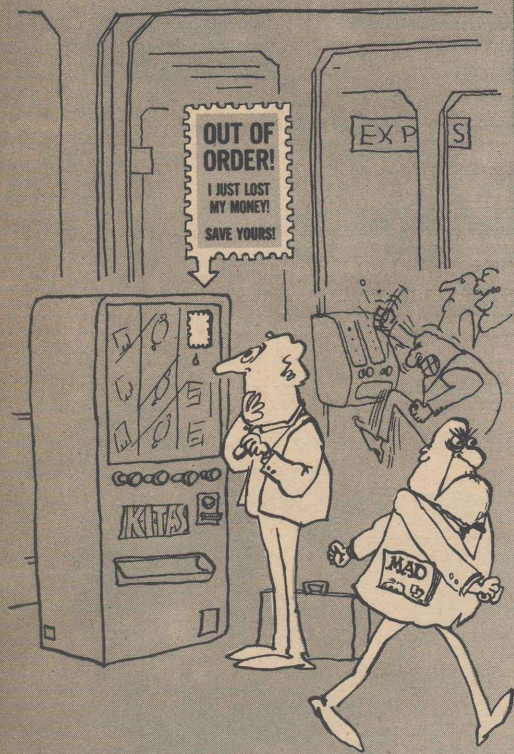
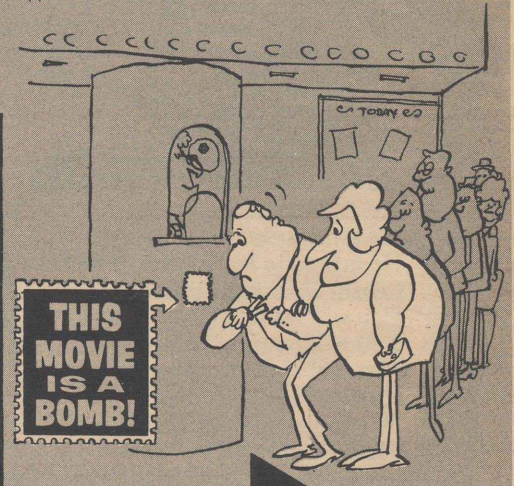
**ATTENTION, REPAIRMAN:**  
YOUR CUSTOMER  
IS WATCHING YOU!



# HERE IS YOUR FULL-COLOR FOLD-OUT BONUS

Have you suffered indignities?  
Now you can take your revenge,  
or voice your angry protests,  
or tell 'em where to get off,  
or just have some fun—with—

# MAD MISCHIEF STICKERS PRE-GLUED AND PERFORATED FOR IMMEDIATE USE, MISUSE & ABUSE!





**THIS JUKE BOX  
OWNED BY  
THE MAFIA**



**GO TO  
NEXT  
POLE**

→  
**AND READ  
THE STICKER!**

**GO TO  
NEXT  
POLE**

→  
**AND READ  
THE STICKER!**

**POSTMAN:**

**NO ONE NAMED  
"OCCUPANT"  
LIVES HERE!**

**PLEASE RETURN  
ALL MAIL SO MARKED  
TO SENDER!**

**THIS SPACE  
RESERVED  
FOR**  
♥ ♥ ♥ ♥  
**Making-Out**

**made  
BY  
slave  
Labor  
in the  
SOVIET  
UNION**

**GO OVER  
YOUR CHECK  
CAREFULLY!  
THE  
WAITERS  
HERE ARE  
DISHONEST!**

*In Memory  
of those who Died  
waiting to see  
The Doctor*

**NOTICE TO ALL DOGS:**

**This Hydrant will be  
closed from 10 AM to  
12 Noon for repairs.  
Please use the nearest  
tree or telephone pole.**

**THE FIRE DEPARTMENT**

**OUT OF  
ORDER!**

**I JUST LOST  
MY MONEY!**

**SAVE YOURS!**

**OUT OF  
ORDER!**

**I JUST LOST  
MY MONEY!**

**SAVE YOURS!**

**ATTENTION,  
REPAIRMAN:**



**YOUR CUSTOMER  
IS WATCHING YOU!**

**MADE IN  
DETROIT**

**...where the "Lemons"  
come from!**

**SMILE!  
you're on  
CANDID  
CAMERA!**

**UP**



**THIS PHONE BOOTH  
RESERVED  
FOR  
SUPERMAN**

**IF YOU'VE GOT A  
WEAK HEART  
DON'T DRIVE WITH  
THIS NUT!**

**THE  
FOOD  
IN THIS  
PLACE  
STINKS!**

**THE  
FOOD  
IN THIS  
PLACE  
STINKS!**

**FOUND YOUR  
"WILL BE BACK" SIGN  
I WON'T!**

**THIS STICKER  
IS PASTED ON  
BACKWARDS!**

**SALT**

**IS IN THE OTHER  
SHAKER, IDIOT!!**

**PEPPER**

**IS IN THE OTHER  
SHAKER, IDIOT!!**



**GO TO  
NEXT  
POLE**



**AND READ  
THE STICKER!**

**CONGRATULATIONS!**

**YOU HAVE JUST  
SUCCESSFULLY  
IMITATED A**

**COCKER  
SPANIEL!**

**THIS IS AN  
UNMARKED  
POLICE CAR**

**DON'T LOOK  
NOW, BUT  
SOMEBODY'S  
PICKING  
YOUR  
POCKET!**

**THIS  
MOVIE  
IS A  
BOMB!**

**THANKS  
FOR BEING SUCH A  
HOG  
AND USING UP  
TWO PARKING SPACES!**

**THE  
TEACHER  
ALWAYS  
CALLS ON  
THE IDIOT  
WHO SITS  
HERE!**

**BREAK  
UP  
THE  
METS!**

**THANKS  
FOR BEING SUCH A  
HOG  
AND USING UP  
TWO PARKING SPACES!**

**DOWN**

**WATCH OUT!**  
**You-Know-Who**  
**is in a**  
**BAD MOOD**  
**today**

**PAY TOILET**

**OCCUPANCY BY MORE THAN  
ONE PERSON IS UNLAWFUL,  
DANGEROUS, AND MAINLY  
DISGUSTING.**

HELLO, HOSEY!  
DON'T YOU FEEL  
LIKE AN IDIOT  
READING A  
STICKER WITH  
NO MESSAGE?

**Boy, you look  
awful today!  
Better get a  
Medical  
Check-up!**

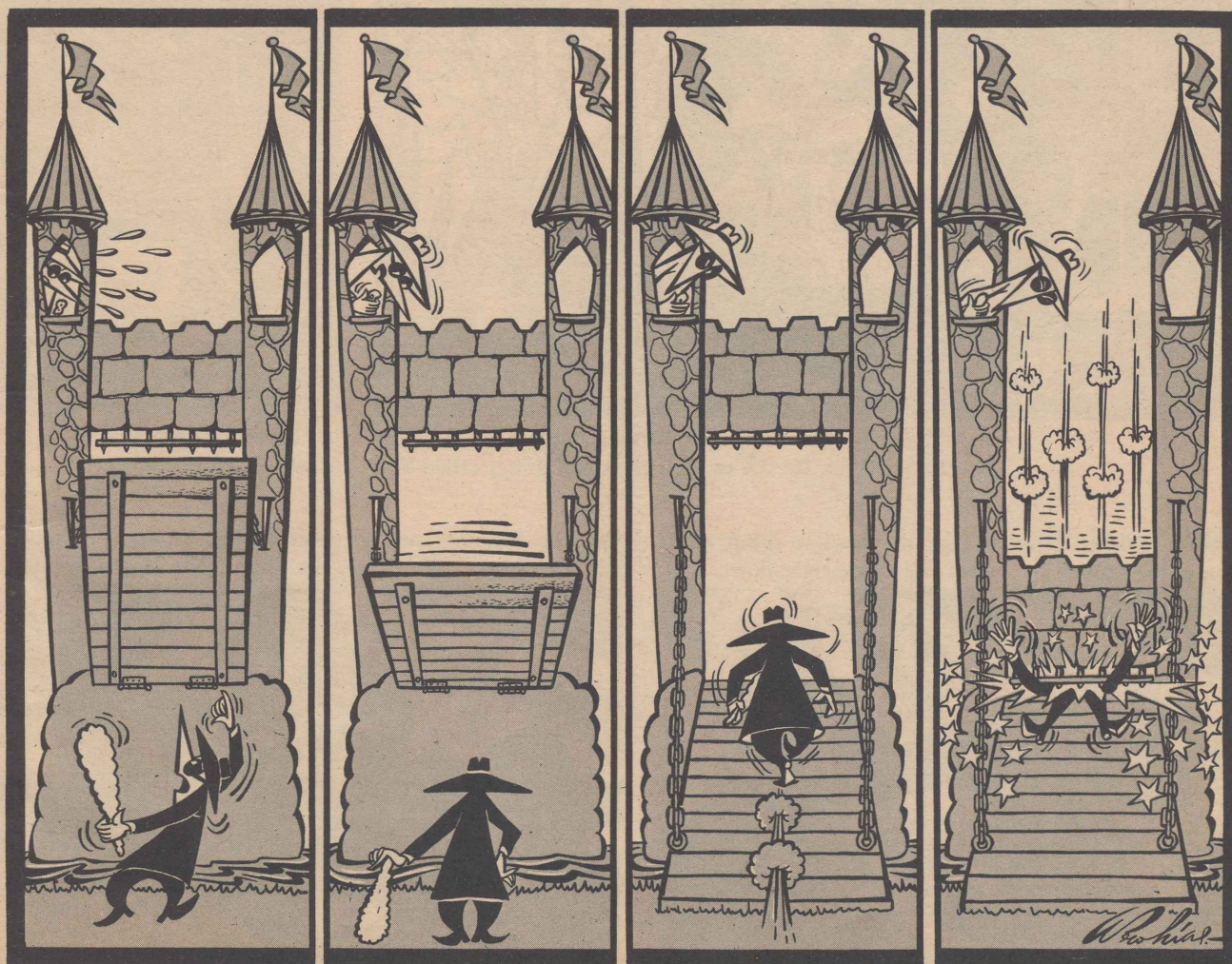
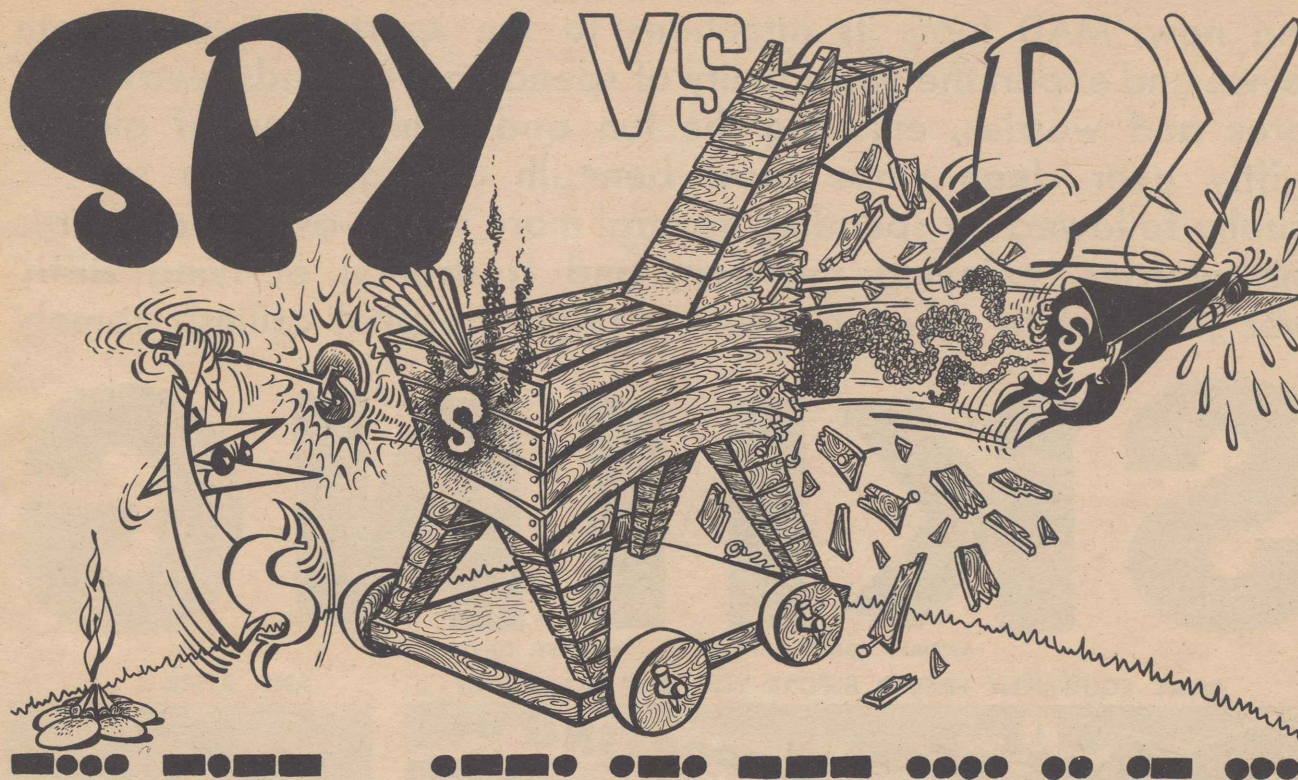
**USE DISCRIMINATION**  
**when choosing where**  
**to spend your money!**  
**THIS PLACE PRACTICES IT!**

**IF NOT DELIVERED  
IN FIVE DAYS,  
TRY LIKE HELL  
ON THE SIXTH!!**



**HELP STAMP OUT  
"HELP STAMP OUT"  
CAUSES!**







And now, MAD turns its attentions to the sport that gives both novice and expert the opportunity of spending weekends away from cares and worries, enjoying the fun and exhilaration of gliding swiftly over clean white snow beneath a bright winter sun . . . usually followed by spending several more weeks away from cares and worries, enjoying the pain and frustration of lying stiffly over clean white sheets beneath a bright hospital ceiling, namely

# SKIING

ARTIST: BOB CLARKE

WRITER DAVID BERG

**BASIC EQUIPMENT NEEDED BEFORE YOU CAN GO SKIING . . . . . AND AFTER**



(1) Ski Suit, (2) Ski Shoes, (3) Ski Hat, (4) Ski Goggles,  
(5) Ski Poles, (6) the two long wooden things called Skis



. . . the two long wooden things called "Crutches."

Beginners quickly discover that the hardest thing about Skiing is the ground . . . when you come right down to it.



But the beginner needn't worry about losing enthusiasm for the sport . . . because nothing really spoils on ice.







Here we see what appears to be a thrilling picture of a graceful skier making a record-breaking jump. Actually, the picture is upside down, and it's a beginning skier in the midst of making a neck-breaking fall on his face.

Modern conveniences eliminate the long tedious climb to the top of ski runs. Today, we have fast-moving ski lifts.

Having reached the top of the ski run, the beginner observes the magnificent snow scene panorama below him. Also, he observes how steep, slippery, and far down to the bottom it looks from there.



But the beginner needn't worry! The descent down the slope is swift, sure, and safe . . . if he takes the ski lift!





# MAD'S TIPS

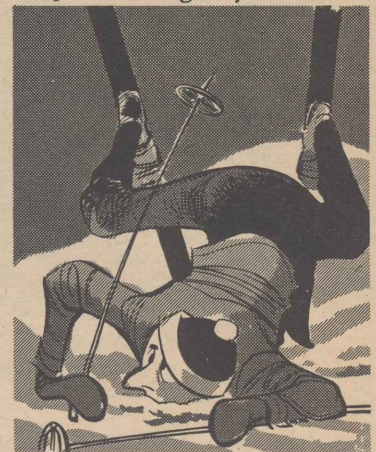
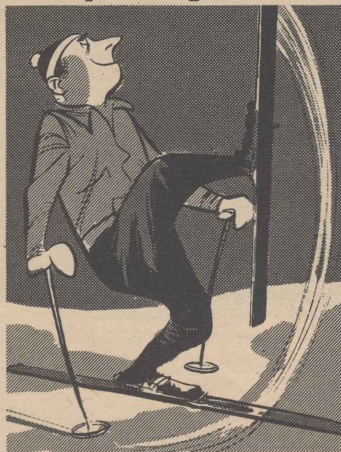
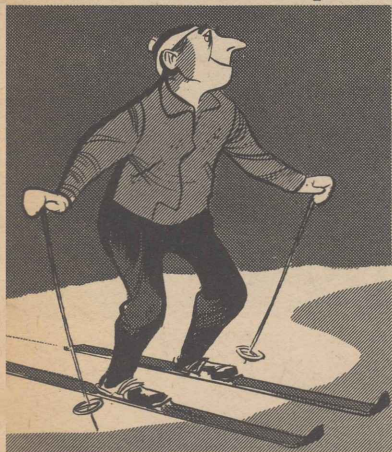
## REVERSING DIRECTION WHILE ON SKIS — THE KICK TURN

To reverse direction while on skis, you use the "kick turn." Place skis parallel

and turn body sideways to the right. Next, kick out and up with right foot and

bring ski down so feet are crossed. Now bring left ski around and over and . . . by

now you will have reversed direction . . . from standing up to standing on your head.



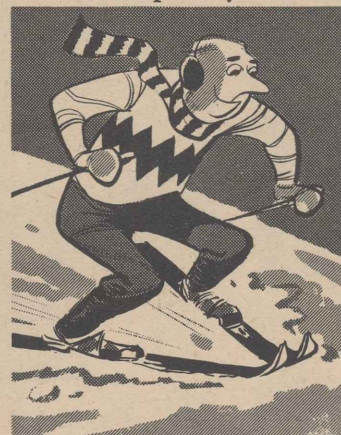
## STOPPING YOURSELF WHILE ON SKIS — THE "SNOW PLOW"

In order to stop while on skis, the beginner must use

the "Snow Plow" method. By spreading your legs, you'll

form a miniature snow plow with the tips of your skis.

Then you can stop . . . if you find some snow to plow into.

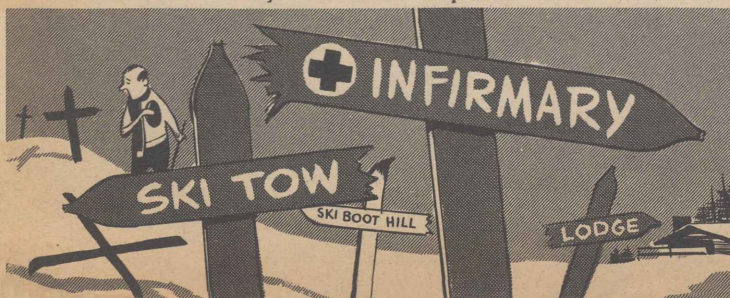


## NEW USES

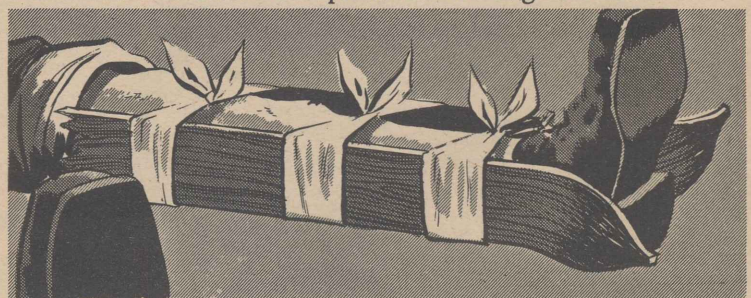
Skis make excellent poles for use in emergency stretchers.



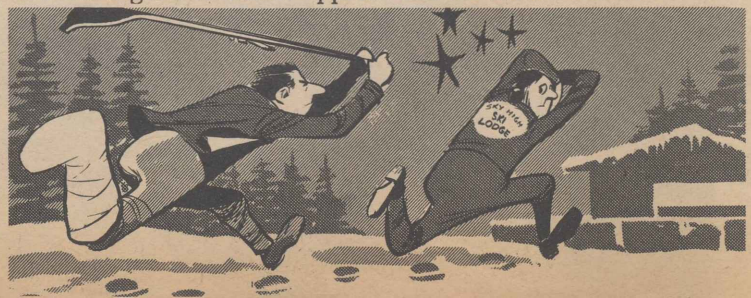
Skis make dandy markers to help locate and direct skiers.



Skis make fine First Aid splints for treating fractures.



Skis make good tokens of appreciation for ski instructors.





# ON SKIING

## HILL-CLIMBING WHILE ON SKIS — SEVERAL EASY METHODS

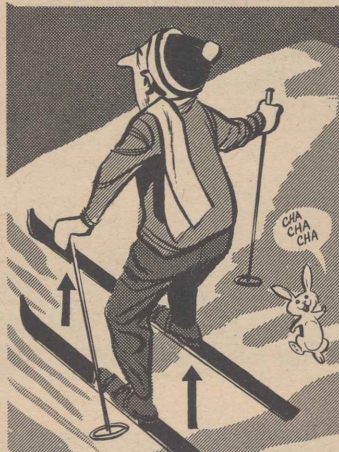
Hill-climbing with skis can be a problem. One method is

### THE SIDE-STEP



Another sure method used in hill climbing with skis is

### THE HALF SIDE-STEP



A third method of climbing hills while wearing skis is

### THE HERRING BONE



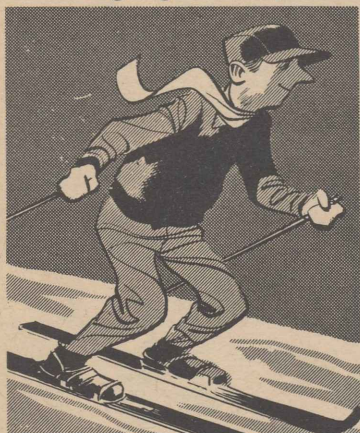
The fourth method shown below is for coming back down a hill, which is no problem.



## CORRECT POSITIONS WHILE SKIING — THE CROUCHES

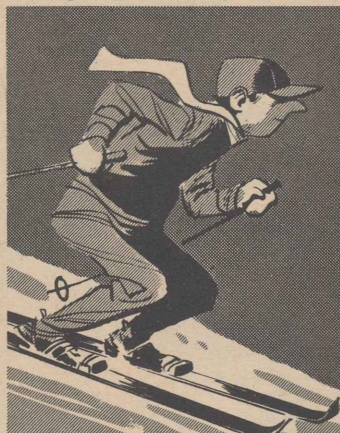
### THE SLIGHT CROUCH

... for going at slow speeds.



### THE MEDIUM CROUCH

for going at average speeds.



### THE LOW CROUCH

... for going at high speeds.



### THE PAINFUL CROUCH

for going home after skiing.



# FOR SKIS

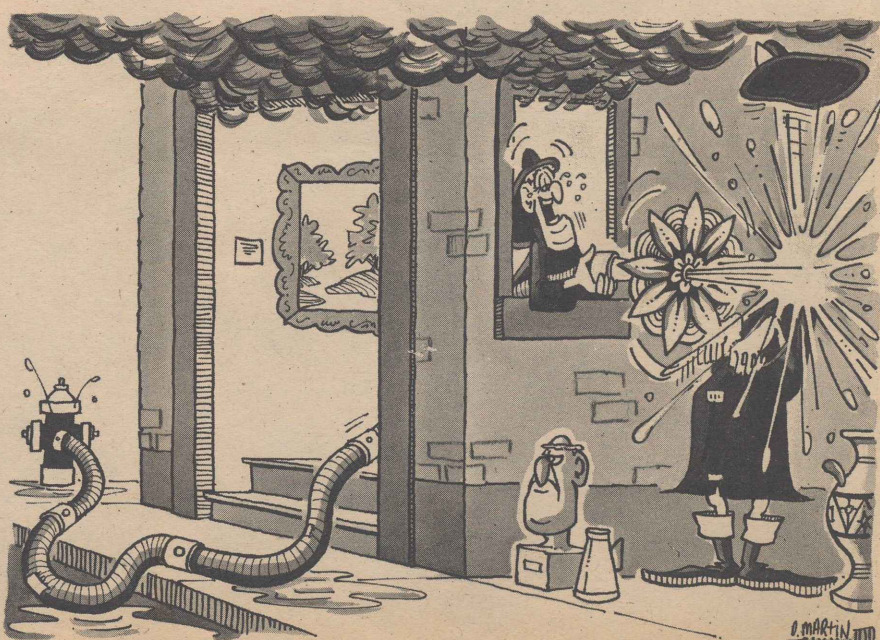
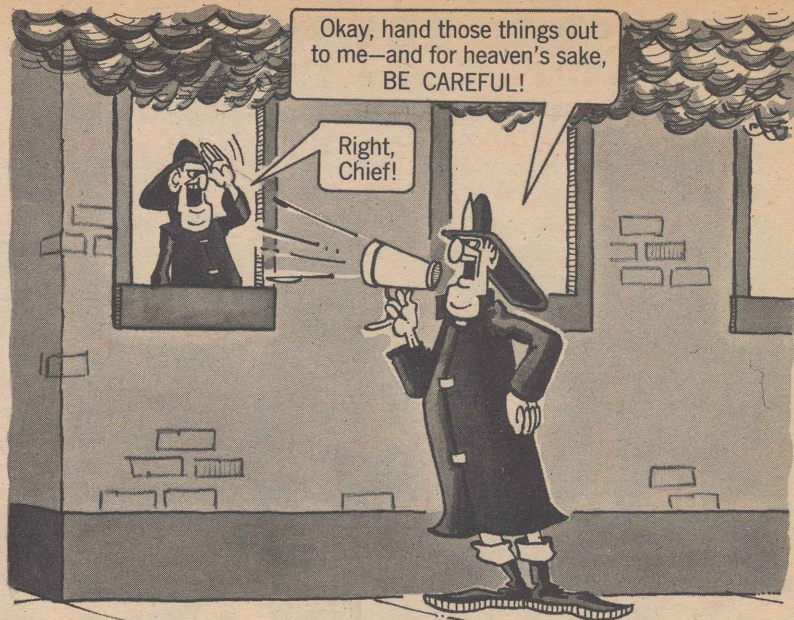
But best of all, skis can be burned in a fireplace while you're cuddling in front of it with a girl. Incidentally,

the proper pronunciation of this exhilarating sport is: SHE-ING! And believe us, it's got skiing beat by a mile!





# THE FIRE at the ART MUSEUM





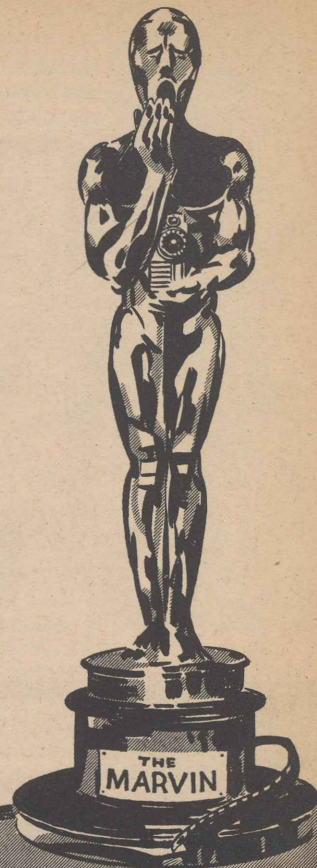
## LIGHTS, CAMERA, ECCCH-TION DEPT.

Every year, the movie industry makes a big hoo-hah over the Academy Awards. Frankly, we're not impressed. How tough is it to make a movie when you have \$37,000,000 to blow on it? Huh? MAD feels that it's about time the really dedicated movie-makers of this country get their deserved recognition! We mean that vast army of amateurs who are devoted to the cinematic art despite limited funds and even more limited talent . . . the "Home Movie Makers"! And so, in order to give 'em what's coming to 'em, MAD Magazine proudly presents:

# The ACADEMY AWARDS for HOME MOVIES

ARTIST: MORT DRUCKER

WRITER: STAN HART



From the fabulous Knotty Pine Basement in the garishly furnished split level house of Mr. Louis Kreevitch, overlooking the other eleven thousand two hundred and fifty-seven garishly furnished split level houses in lovely Levittown, New York—the "Home Movie" Capital of the World—the Amateur Motion Picture Academy of Arts and Sciences presents "The First Annual Academy Awards Ceremony"!

Out of more than 1,796,542 reels of film submitted, the Academy has chosen the ones it considers to be the finest examples of the "Home Movie-Making Art". To supervise the balloting, the Academy has engaged the services of Mr. Irving Waterhouse, famous candy store owner, who is also a Notary Public, and took two years of bookkeeping at Rutgers night extension school. He will hand me the envelopes, which have been sealed with library paste, and I will open them and read the nominees and winner in each of the categories . . .

Our projectionist, Mr. Lyman Fumbler, will show excerpts from each award-winning film. Since Lyman always has a little trouble threading the film, I'd like to ask you not to stamp, whistle, or clap your hands in unison. Also please refrain from making shadow pictures of swans on the screen! That means you, too, Mr. Waterhouse! Well, I see that Lyman is about ready—so—on with the Awards . . . !

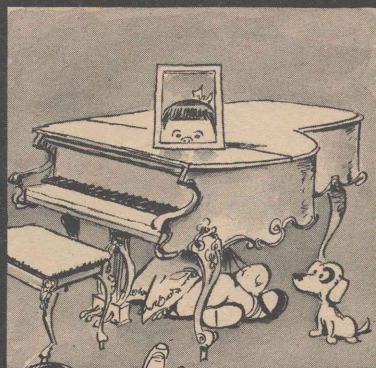




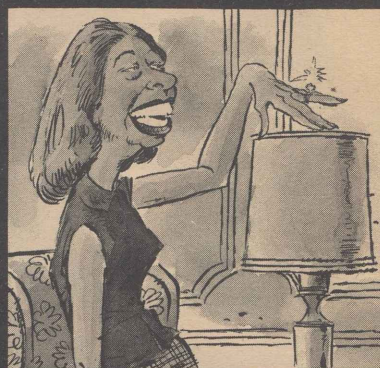
The first category is for "Best Coyness"! The nominees are the films: "Aw, C'mon, Uncle Jack", featuring Jack Gluck being coaxed to do his 'Pat Rooney imitation'—



"Girl of 4, Where Are You?" with Diane Picknoze doing "I'm A Little Teapot" while sitting under a piano—



"Modesty", starring Theresa Mutz reluctantly yielding to pressure to show her new engagement ring—



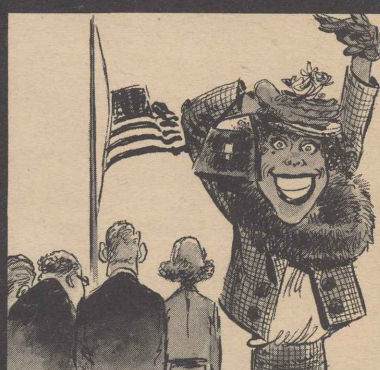
The next category is for "Best Waving"! The nominees are the films: "Upstaging", featuring Sally Ann Freem, staring at her younger sister's wedding...



"My Son, The 4th Window From The End", with Sanford Gass leaving to visit his aunt in Utah...



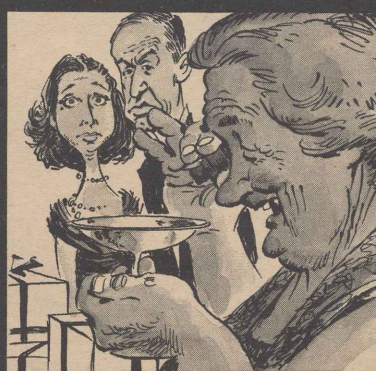
"Yoo-Hoo", featuring Mildred Twill during the minute of silence at the Memorial Day services...



For the best "Special Events—Wedding" category, nominees are: "How Romantic", with Aunt Ida and Aunt Zelda waltzing together at Shirley Plutz's wedding...



"Just What We Wanted", featuring Fran and Walt Akers opening their presents, with the bride's mother calculating what each guest spent—

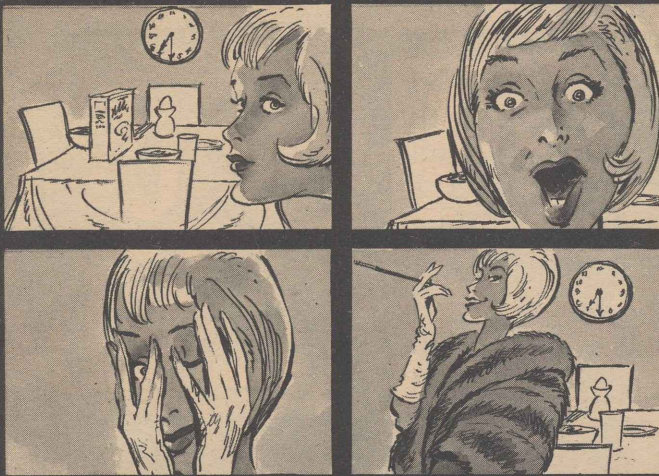


"Unidentified Flying Objects", with the kid brothers of the happy couple throwing shelled peanuts and scaling mint patties across the dance floor—





And the winner is Mrs. Selma Needleman for her great performance in "Oh, please—Don't—I look Terrible!"



Congratulations, Mrs. Needleman! To you goes the Academy's Award Statuette . . . "The Marvin"!

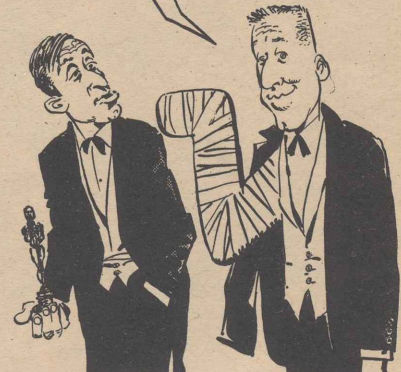
Oh, I'm so surprised, I can't talk . . . so I'll just hand out these mimeographed copies of my modest acceptance speech!



And the winner is: "Goodbye, Already", starring Claude Fibula on location at the Long Island Railroad Depot—



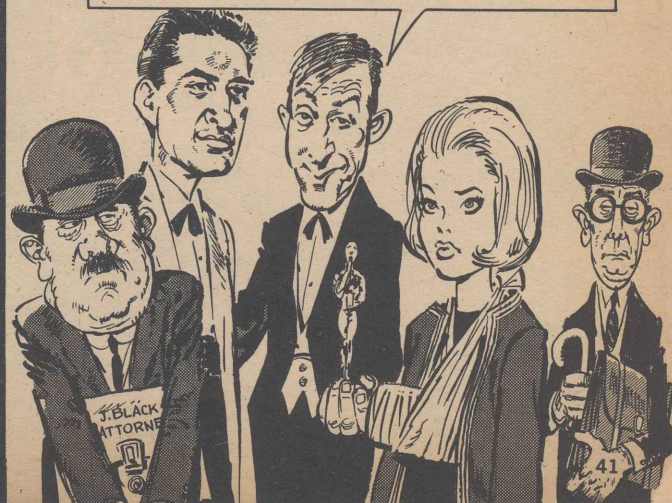
I'd like to give thanks to all the people without whose efforts, I would not be here tonight—to Dr. F. Lawson, a giant among bone specialists . . . to Lincoln Fram, the greatest X-ray technician a guy was ever blessed with . . . to insurance man Albert S. Alexander, a claim examiner's claim examiner . . . and last but not least, to lawyer Sam Leighton for his invaluable behind-the-scenes work on my million dollar negligence suit . . . Thank you, one and all!



And the winner is: "Eat, Darling!", showing how adorable it is for a grown man to get fed like an infant . . .



The "Marvin" goes to Jerry and Ginny De Fuccio! However, a slight technicality prevents the Academy from presenting the Award until their community property settlement is agreed upon!





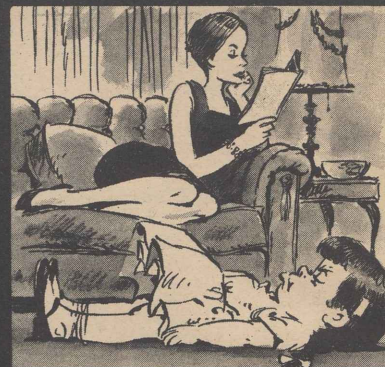
Now the award for "Priceless Memories Of Children's Parties". The first nominee is "The Search", a candid study of the innocent joys of childhood . . .



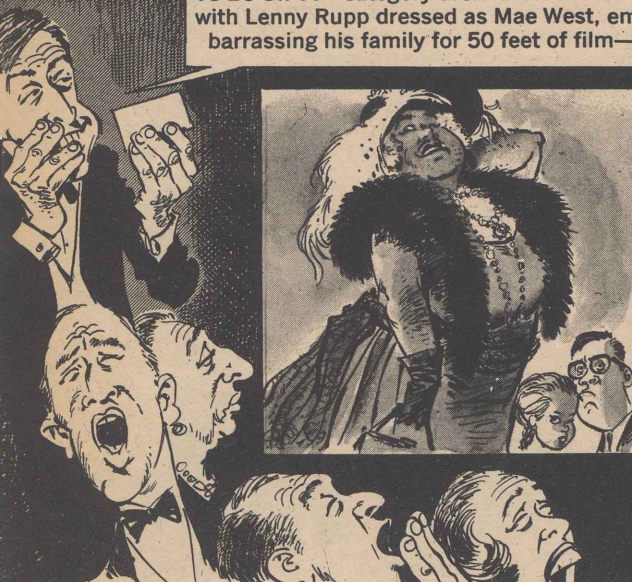
Joan Fagel's film, "You're Driving Me To An Early Grave", starring her twins poking each other in their unending "I-Got-You-Last!" contest—



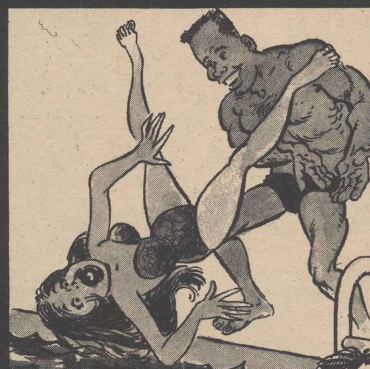
"The Actress", with Clara Englehard attracting attention by performing her 'Make-Believe-I'm-Dead' routine—



The nominees for the "He's Funny Enough To Be On TV" category are: "Diamond Lil", with Lenny Rupp dressed as Mae West, embarrassing his family for 50 feet of film—



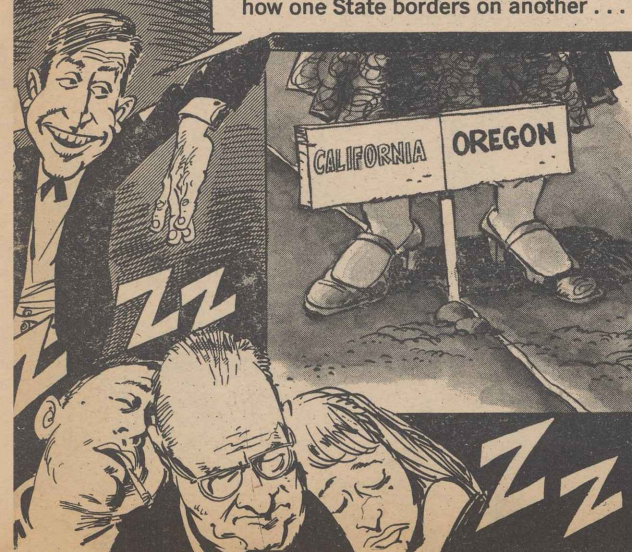
"Girl Overboard!" featuring horseplay by Harry Hartnett as he gaily throws his terrified date into the pool, knowing full well she can't swim—



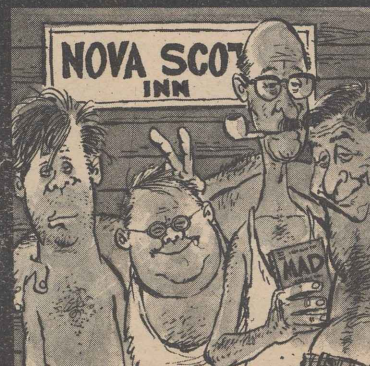
"The 65th Birthday", starring Carl Blech doing his clever 'This Food Stinks!' pantomime at the catered party his son gave in his honor—



In the "Pictures Of Our Trip" category, the nominees are: "State Straddling", Renee Abbott's amazing documentary on how one State borders on another . . .



"A Great Bunch Of Guys", the film Frank Leemy runs for his relatives—showing people they don't know, and whom Frank will never see again . . .

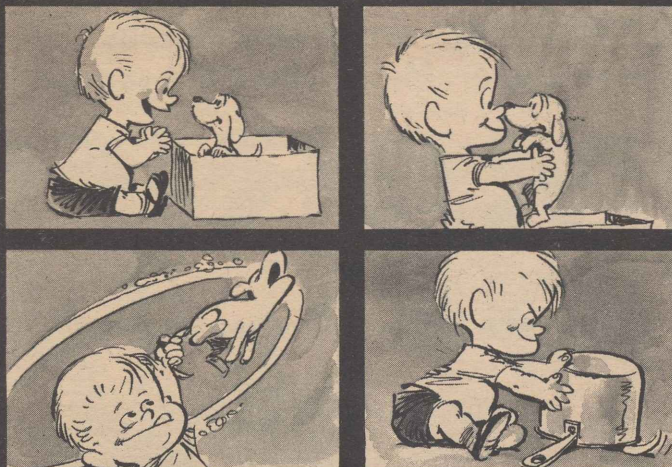


"Golden Gate City—I Hear Your Heartbeat", Larry Mack's arty film essay of San Francisco as seen through his wife Babe's armpit . . .



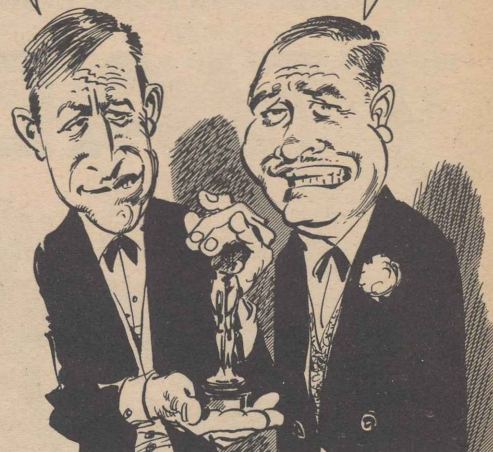


And the winner is: "A Boy's Best Friend Is His Dog, But Not On His First Birthday", with fiendish Donny Portnoy—

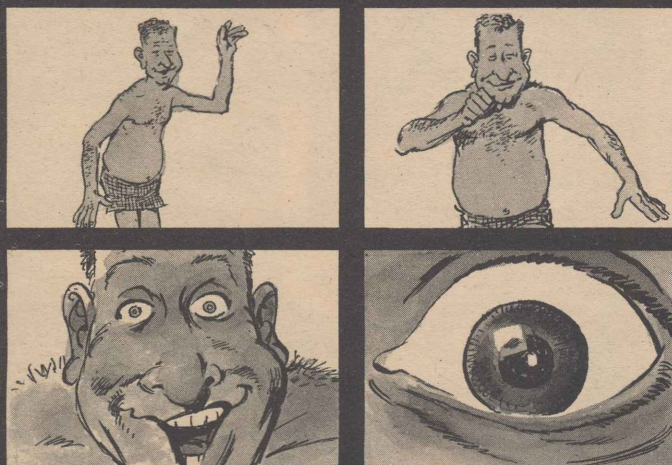


Accepting the award for Donny is his father, Eric Portnoy . . .

Thank you—and I know that Donny would want me to give credit to that late great canine showman . . . the immortal Fluffy, whose memory will serve as an inspiration to us all!



And the winner is: "Gangway—Here I Come", with Al Longo in the ever-popular "Running At The Camera" routine . . .

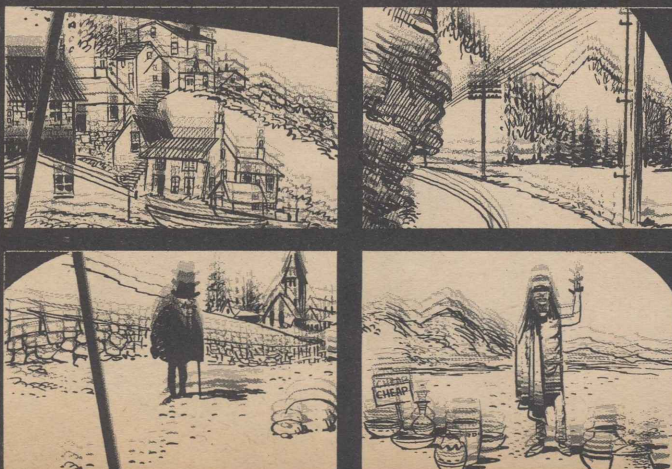


Al, baby, you're beautiful, just beautiful. We've seen good runs at cameras, but yours was truly an 8-millimeter milestone. Would you like to say something . . . ?

The stitches come out next week!



And the winner is: "Driving Across America, Land Of Scenic Splendor", Doris Flang's classic example of how to shoot an entire travel film through a moving car's windshield—



Thank you! And I want to thank my husband whose driving helped make our trip from New York to California the happiest 13 hours in my life!

And that brings to a close the First Annual Academy Awards For Home Movies. The winners will celebrate at a lavish party in the two rear booths of Mr. Waterhouse's candy store. And . . . please, winners! No movie cameras! We want to enjoy ourselves!!

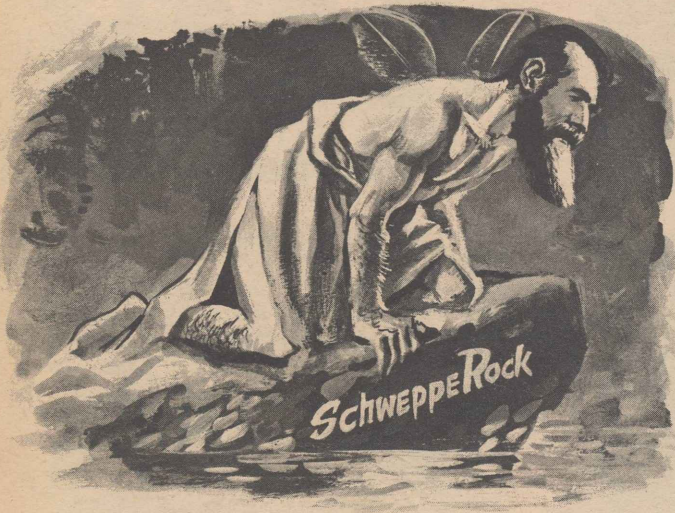




This next article speculates on some of the ridiculous trademarks and advertising symbols which could result if America's big corporations continue this trend toward becoming even bigger. Mainly, here are . . .

# TRADEMARKS

**SCHWEPPE'S & WHITE ROCK**



**RCA VICTOR & MGM RECORDS**



**SHERWIN WILLIAMS  
&  
DUTCH BOY PAINTS**



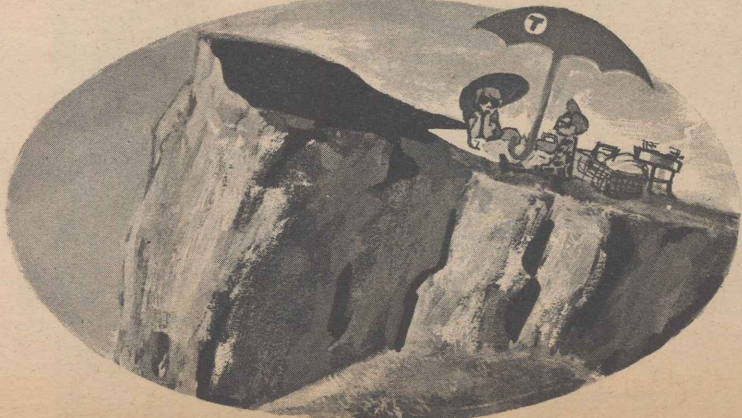
**AMERICAN AIRLINES  
&  
GREYHOUND BUSES**



**WHITE OWL  
&  
SIR WALTER RALEIGH**



**PRUDENTIAL & TRAVELERS INSURANCE CO'S.**

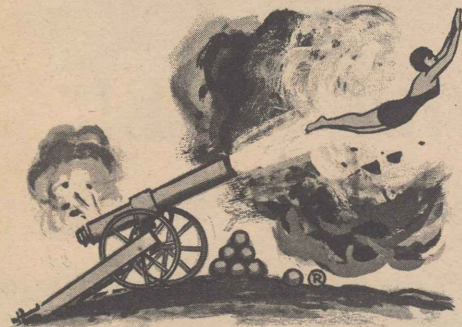




# resulting from future mergers



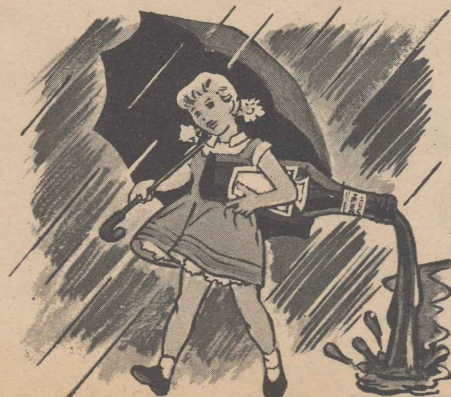
**CANNON TOWELS  
&  
JANTZEN SWIM SUITS**



**SUNSHINE BISCUITS  
&  
ARM AND HAMMER  
BAKING SODA**

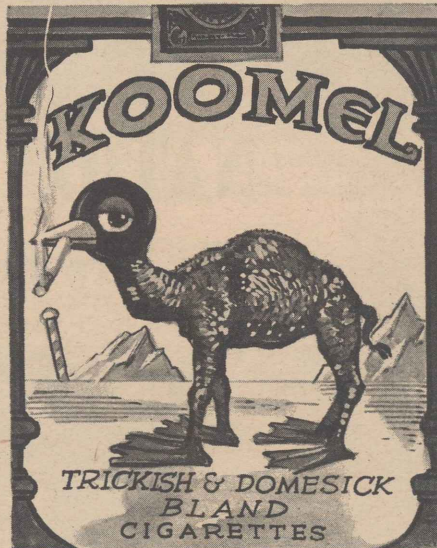


**MORTON'S SALT  
&  
HEINZ KETCHUP**



"When it rains, it glops!"

**KOOLS & CAMEL CIGARETTES**



**ARROW  
&  
HATHAWAY SHIRTS**



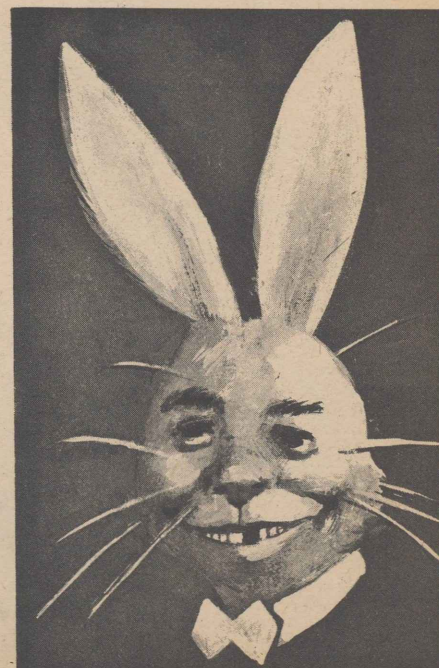
**OLD GRAND-DAD  
&  
OLD CROW WHISKEY**



**HASTINGS PISTON RINGS  
&  
FISK TIRES**



**PLAYBOY  
&  
MAD MAGAZINE**





## STRETCHING THE TRUTH DEPT.

"I don't understand a word they're saying... it's all Greek to me!"

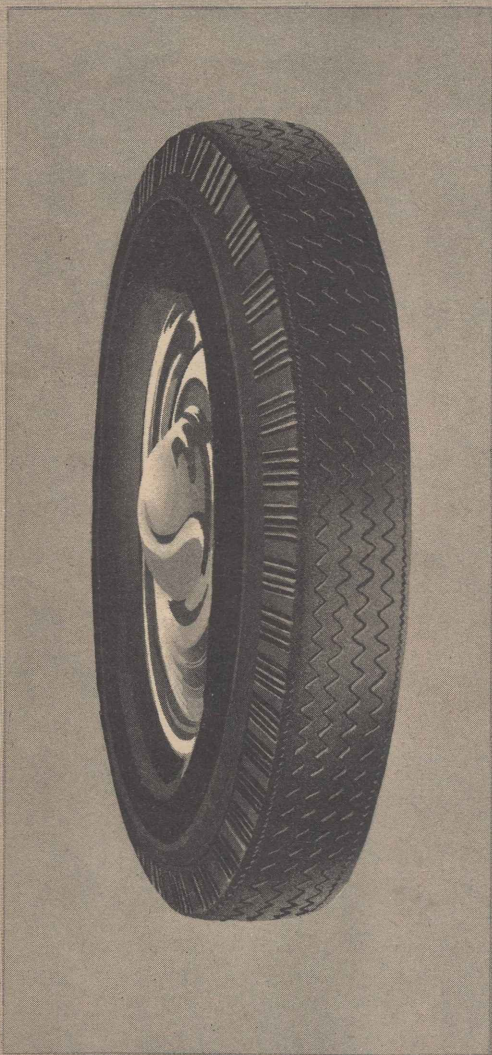
× 0  
π φ ρ π  
ε ρ ρ

When an ordinary guy wants to show something, he usually wants to show it the way it really is. So he takes a photograph of it. When a Madison Ave. guy wants to show something, he usually wants to show it the way he wishes it could be. So he still takes a photograph of it, but then he phonies it

# REPROPORTIONING FOR FUN AND MAINLY

HERE ARE TWO EXAMPLES OF HOW MADISON AVENUE

Here is the original photograph of a name-brand automobile tire



Now, here is the same photograph of the tire as it was used in ads after reproportioning



## NATIONWIDE SALE!

### The Tire Bargain of the Year



ONLY  
**\$11.95\***

## Good'n'rich KUSHION KING 600

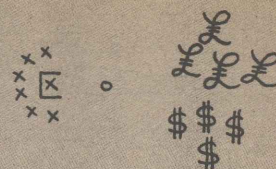
*See your friendly Good 'n rich Dealer Today!*

\*Plus your recappable tire†. Price does not include whitewalls, tread or valve, and is effective only for the first five customers who bring a copy of this ad to our main office, which is in Key West, Florida.

†A recappable tire is a tire with less than 3000 miles on it!



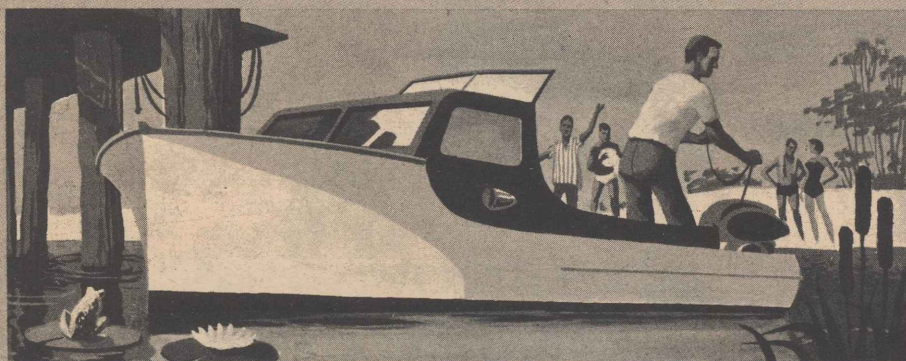
up with a process called "reproportioning". This process results in making an object wider or taller or thinner or smaller, depending on what you're aiming at, and who you're trying to "con". Since Madison Ave. does it all the time, we see no reason why pretty soon more and more people will be...



"Your Majesty, the British-American Trade Commission has arrived!"

# PHOTOGRAPHS PROFIT

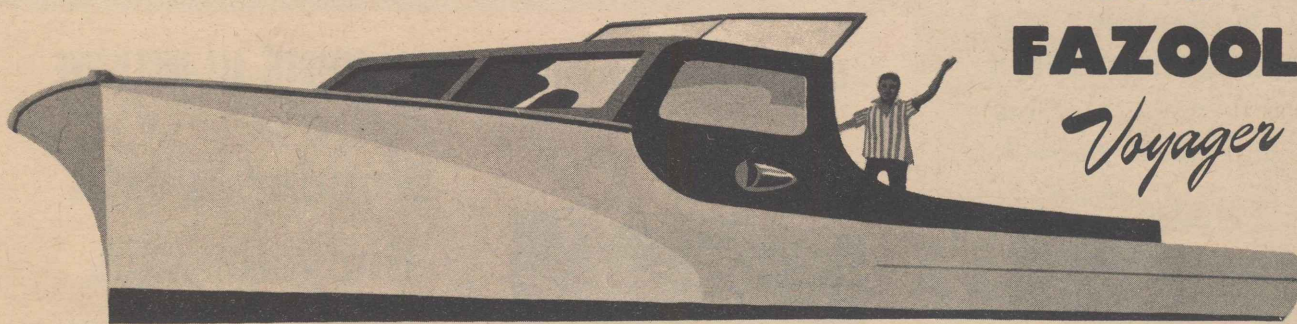
USES REPROPORTIONED PHOTOGRAPHS IN THEIR ADS



Take this on-the-spot original photograph of a small cabin cruiser

Here is how clever reproportioning of the photo makes it into a luxury cabin cruiser

**Enjoy** FAST, EASY, SPACIOUS LIVING AT SEA ...  
on a



**FAZOOOL**  
*Voyager*

City living got you down? Forget your worries, your cares, your bills! Speed away in a FAZOOOL "Voyager" Cabin Cruiser! Your family will enjoy the pleasures of outdoor living. Your friends will relax in spacious comfort. And mainly, your creditors won't ever catch up to you when you're sailing twenty miles out at sea.

**CHECK THESE SIX GREAT FEATURES**

- Sleeps six in comfort
- Powered by 200 HP V-8
- Ship-to-Shore Radio
- Radar and Depth Finder
- Automatic Pilot
- Complete Galley Facilities

**FAZOOOL** *Voyager*

"Nothing goes past a Fazool!"

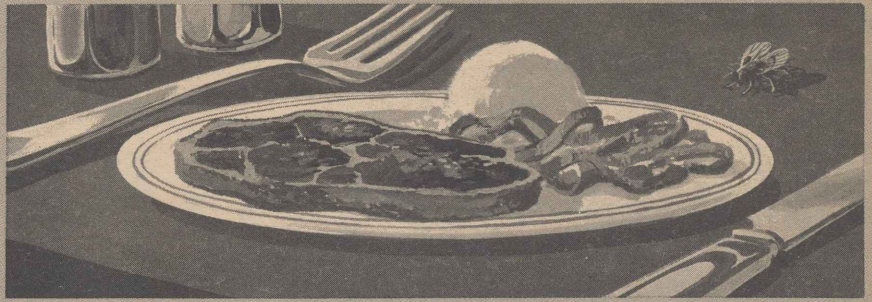


## HERE ARE EXAMPLES OF HOW ORDINARY PEOPLE

### THE GREASY-SPOON RESTAURANT OWNER

takes this photo of his overpriced crummy lunch

and repropotions it to appear on the menu as a mouth-watering bargain



## Hoggenschlacher's East Side Cafe & Beanery

### BUSINESSMEN'S Special Blue-Plate Luncheon

#### START OFF WITH

- A Giant-Size Glass of Freshly-Squeezed Orange Rinds

#### THEN DIG INTO

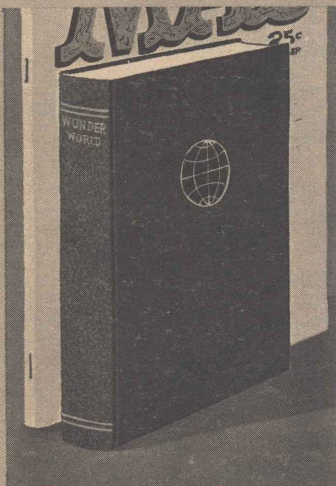
- A Sizzling, Thick, Man-Sized, All-Meat Minute Steak
- A Mouth-Watering Heaping Portion of Fried Onion Skins
- A Generous Serving of Creamy Mashed Potato Peels
- A Tall, Frosty, Cooling Glass of Delicious Water

#### AND TOP THE WHOLE THING OFF WITH

- A Stupendous Wedge of Fluffy, Light Chocolate Cupcake
- Coffee                      Tea                      Milk                      Bi-Carb



THE PUBLISHER OF BAD ENCYCLOPEDIAS takes this photo of his thin and worthless book



and repropotions it to look like a huge volume filled with vital facts

Every American Home Needs

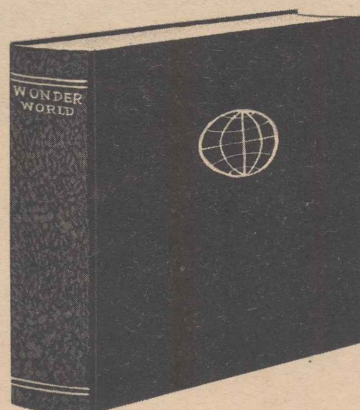
THE MAMMOTH, ALL-INCLUSIVE

## Wonder-World Encyclopedia

THE WHOLE WORLD AT YOUR FINGERTIPS

A PARTIAL LIST OF ITS CONTENTS

FULL COVERAGE OF IMPORTANT PEOPLE, PLACES AND FACTS—COMPLETE ATLAS AND GAZETEER—HANDY HOME MEDICAL GUIDE (Including 50 Do-It-Yourself Operations)—COMPLETE HOME STUDY COURSE IN NUCLEAR PHYSICS—100 WAYS YOU CAN GET RICH—100 WAYS YOU CAN GET CAUGHT—HOW TO WIN AT BRIDGE, POKER, SCRABBLE, AND MONOPOLY—NATURE GUIDE TO BIRDS, ANIMALS, INSECTS AND JAZZ MUSICIANS—500 MOVIES TO AVOID ON THE LATE LATE LATE SHOW—1,500 ASSORTED ARABIAN CURSES—STATE-BY-STATE LISTINGS OF MURDER AND DIVORCE LAWS—COMPLETE LANGUAGE COURSES IN FRENCH, GERMAN AND HIP-TALK—75 USES FOR BELLY-BUTTON LINT—75 REASONS WHY YOU WERE A SUCKER TO BUY THIS BOOK!!



## Wonder-World Publishing Co.

"You wonder why in the world we're publishing!"



# CAN MAKE USE OF REPROPORTIONED PHOTOGRAPHS

## A MONEY-GRUBBING ORPHANAGE OWNER

takes this photo of the orphans he is starving



and reproportions it so he can send an appeal for more money to steal



## SCONDER'S ORPHAN HOME ANNUAL FUND APPEAL

To you who have been so generous in the past:

Won't you double your contribution this year so we can continue to give our beloved orphans the tender care they have been getting?

Just study the picture above for a moment. Note the smiling, round faces . . . the well-nourished bodies . . . the all-around healthy appearance of our charges. And then tell me you can refuse. Food costs are up, as you know. In order to continue to supply the nourishing meals we have been giving each darling child, we must spend over \$500 each per year. This may seem like a lot, but you will agree that no sum is too large for a homeless, motherless, and fatherless youngster.

Look at the picture again, see how generous we are with food here, and send in your check today. Make it out to me, personally.

ABE SCONDER  
President & Treasurer  
SCONDER'S ORPHAN HOME



## A PEN-PAL TRYING HARD TO COVER UP who is round-faced with an idiotic expression

reproportions his photo so he's thin-faced with an idiotic expression

AEN

Dear Bernice:  
It's been great writing to you all these months. Even though we've never met, I've grown to like you very much. In fact, I consider you my best girl! I am enclosing the snapshot of me which you asked for. I'm certainly glad you told me you like lean-faced boys with delicate features, because that description fits me to a "T". Write soon  
your affectionate pen-pal  
Alfred



R. 10

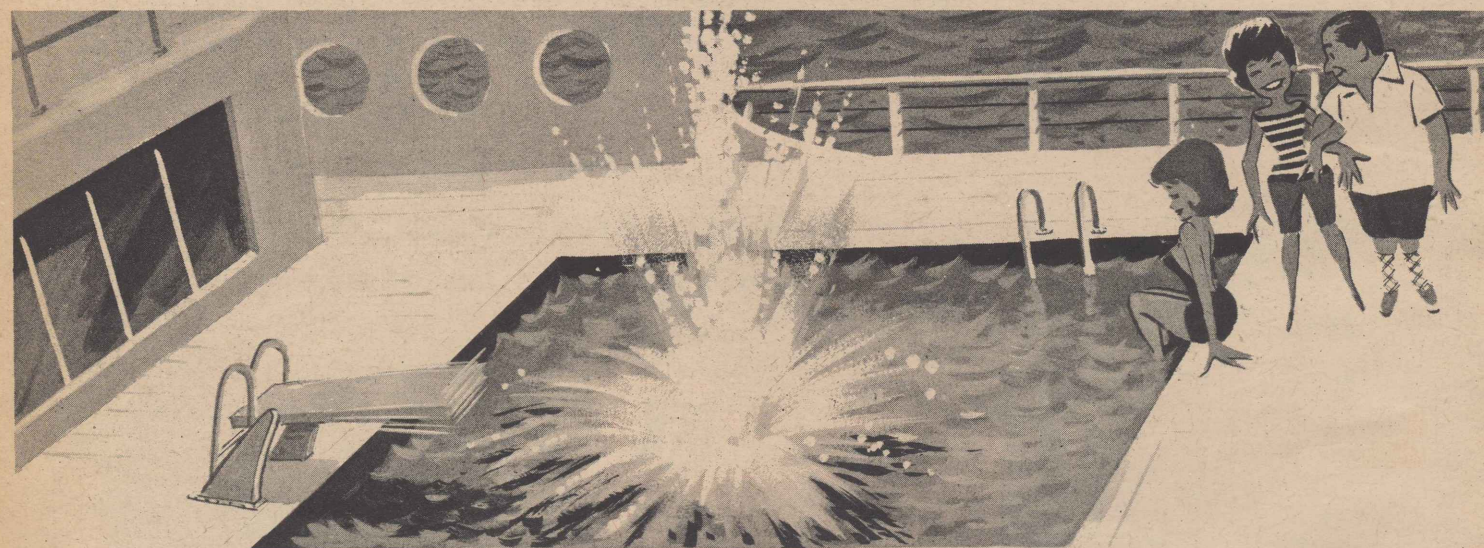
"But they said on TV that my friendly neighborhood druggist would cheerfully give me double my money back!"



# OFF THE DEEP END



ARTIST: JACK RICKARD WRITER: SERGIO ARAGONES





## LABOR PAINS DEPT.

Among other things, Labor Unions today have their own doctors, their own housing developments, and their own vacation resorts. But we bet you didn't know they also have their own Field Manual. Well, they do. We found a copy outside a Union Headquarters not too long ago. And since we were exhausted from walking up and down 30 flights of steps because of an elevator operators' strike, and since we were weak from starvation because of a milk deliverers' strike, and a meat cutters' strike and a waiters' strike, and since we had nothing else to read because of a newspaper typographers' strike, we flopped down on a curb stone and perused

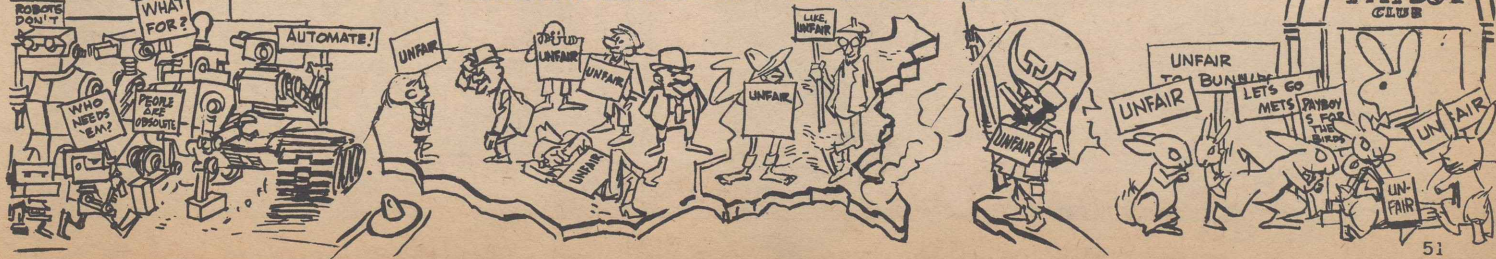
# THE LABOR UNION MANUAL

TOP SECRET

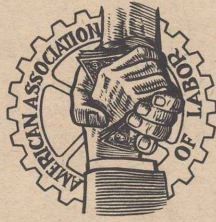


A HANDBOOK OF CLASSIFIED INFORMATION  
RESTRICTED TO UNION MEMBERS ONLY

ARTIST: WALLACE WOOD WRITER: LARRY SIEGEL







## INTRODUCTION

### A MESSAGE FROM THE PRESIDENT OF THE AMERICAN ASSOCIATION OF LABOR

Fellow Union Members:

Not too long ago, before Unions came into existence, Labor was ruthlessly exploited by Management. We were at the employer's mercy, and had to work long hours for pitifully low wages. Labor was helpless. This was undemocratic.

Now that Labor is Unionized and strengthened, a wonderful change has taken place. Namely, now Management is ruthlessly exploited by Labor. The employer is at our mercy, and we work short hours for ridiculously high wages. Management is helpless. This is true democracy.

Today, we can be justifiably proud of our accomplishments. But at the same time, we must not allow ourselves to grow complacent. Management is waging a never-ending battle against us. Somewhere on his \$250,000 estate, the greedy President of General Motors is plotting and scheming. What is he plotting and scheming about? I'll tell you. He's not satisfied with his \$250,000 estate. He wants more, more, more! He wants to be able to afford a larger, \$350,000 estate . . . like mine!

What has all this got to do with an introduction to a Labor Union Manual? Frankly, very little. I just want to prove that the average Union Leader of today is no longer an uneducated, unsophisticated slob—like many of us were in the old days. I dress superbly, I am suave, and as you can see I have a beautiful vocabulary. I never allow myself to slip back into my sloppy speech habits of the past, when I was a fighting, brawling Longshoreman.

Onward with Labor—and God bless youse all.

*Tough Tony Cullpepper II*

P.S. Carry this manual with you at all times, and study it religiously at least 4 hours every day . . . preferably on company time.

## CHAPTER 1

### THE FOUR BASIC KINDS OF UNIONS

Why are Unions so important to the well-being of Workers?

**IN UNIONS, THERE IS STRENGTH, IN UNIONS THERE IS PROGRESS,  
IN UNIONS THERE ARE FORCES FOR DEMOCRACY AT WORK!**

Why are Unions so important to the well-being of Union Leaders?

**IN UNIONS, THERE ARE DUES!**

There are four basic kinds of Unions which supply these dues:

#### UNSKILLED LABOR UNIONS



These Unions are made up of people with no particular or important skills. The members include ditch-diggers, garbage men, street cleaners, messengers, porters and Rock 'n' Roll recording stars.

#### SKILLED LABOR UNIONS



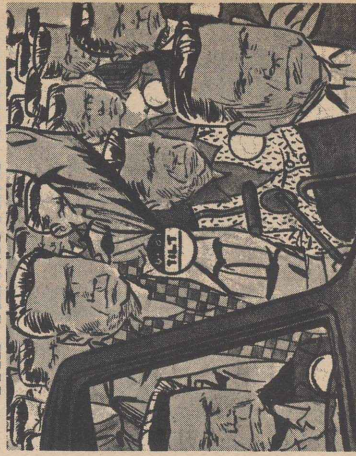
These Unions consist of skilled workers such as electricians, typographers and carpenters. They are very Democratic Unions. Anybody can join these Unions. As long as you're the son of a member.

#### WHITE COLLAR UNIONS



These Unions consist of the nice clean people with the nice clean office jobs, including clean ambitious brown-nosing secretaries, nice well-dressed office spies, sweet shy embezzling bookkeepers, and knife-in-the-back junior executives.

#### THE TEAMSTERS UNION



This Union consists of all workers who don't fit in the other type Unions, and many who even do. This is a very strong Union. There is only one other Union in the world with more power and gall than the Teamsters' Union—the Soviet Union!



## CHAPTER 2

### COLLECTIVE BARGAINING

Whenever a Union has a grievance against Management, the only way to settle it is to sit down together and, through "Collective Bargaining", arrive at a fair and equitable solution. Here are some examples to show how Unions make use of "Collective Bargaining".

- 1** Management shows a profit of: **\$1,000 FOR THE YEAR.**  
So the Union demands: **A \$1 AN HOUR INCREASE FOR ALL EMPLOYEES.**  
How much would this cost Management?: **\$1,000,000.**  
What would this give the Union?: **\$1 AN HOUR MORE FOR ALL EMPLOYEES.**  
What would this leave Management?: **NOTHING.**  
Management makes a fair compromise offer of: **50¢ AN HOUR.**  
**THE UNION MAKES A FAIR COMPROMISE OFFER OF ITS OWN.**  
The Union's fair compromise offer: **A STRIKE!**

- 2** **THE UNION HAS BEEN ON STRIKE SIX MONTHS IN AN EFFORT TO GET MANAGEMENT TO INCREASE WAGES \$15 A WEEK PER MAN.**  
Management offers: **A \$10 A WEEK INCREASE PER MAN.**  
The Union asks for: **A \$12 A WEEK INCREASE PER MAN.**  
Union and Management settle for: **AN \$11 INCREASE.**  
What does the Union do next?: **GOES ON STRIKE FOR ANOTHER INCREASE.**  
Why?: **TO MAKE UP FOR WAGES LOST DURING THE SIX MONTH STRIKE.**  
How long does this Merry-Go-Round go on?  
**IF WE PLAY OUR CARDS RIGHT, FOREVER!**

- 3** **THE UNION WANTS A 30-HOUR WORK WEEK, A BETTER PENSION PLAN AND A SIX-WEEK-PER-YEAR PAID VACATION.**  
Management offers: **A 30-HOUR WORK WEEK, A BETTER PENSION PLAN, AND A SIX-WEEK-PER-YEAR PAID VACATION.**  
What does the Union do?: **GOES ON STRIKE.**  
Why?: **JUST TO KEEP IN PRACTICE!**



Here is a typical man-operated elevator of the past. The elevator operator was paid \$2.00 an hour to run it. But with automation taking over, the Unions have tackled the problem realistically: New jobs in new businesses will have to be found for displaced workers like these.



Here is the same elevator, which is now self-service. Thanks to a strong union, the same operator still rides it. Now, he is paid \$2.00 an hour to watch the passengers press their own buttons — an example of how displaced elevator operators are going into the watch business.

## CHAPTER 3

### PROPER PICKETING TECHNIQUES

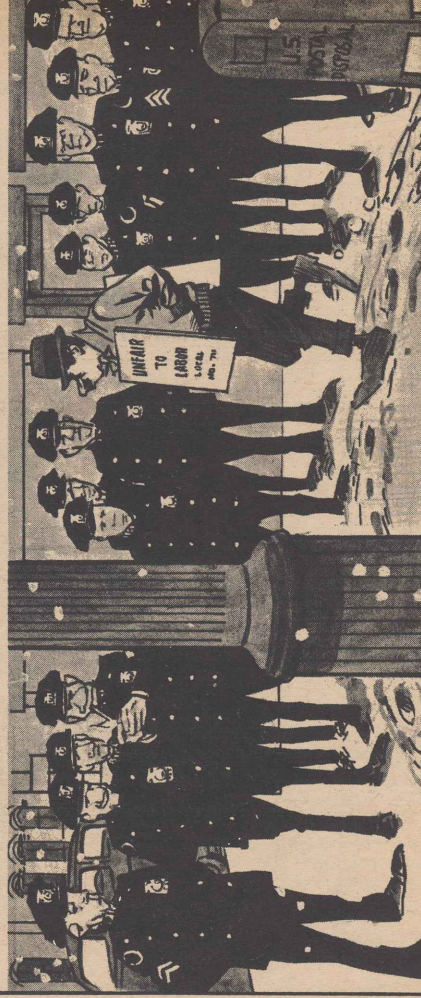
#### A—How To Picket

There are two basic methods for picketing a place of business.  
**THE CLOSED-RANKS CIRCLE**



All picketers walk in a tight circle, screaming how cruel the employer is, what a tightwad he is, and how he has been exploiting you. Be very angry. A good way to look angry is to constantly remind yourself that you don't work at this place, that you never even met the employer, and that you were pulled out of a nice warm home by your "Local" to do picket duty here in the lousy rain.

#### THE LONE PICKETER



This is the "sympathy approach". A lone picketer walks back and forth looking forlorn and oppressed by Management. A sad face is effective here (also a few tears will help). A good way to look

sad is to keep reminding yourself that the strike may be settled soon, and the salary you'll be making won't be nearly as much as the strike pay you've been getting from your wealthy Union "Local."



## B—What To Shout While Picketing

SHOUT	USUAL EFFECTIVENESS OF SHOUT
"This place is unfair!"	Good, but overused by most picketers.
"Pass 'em by!"	See above comment.
"#&%/#!#\$%&#!#!"	See above comment.
"Who said Lincoln freed the slaves?!"	A bit intellectual, but better.
"The Boss is a Fink!"	Very effective—unless the Boss's name happens to be "Fink".
"Keep Cool With Coolidge!"	Excellent! Shows that you're losing your mind because of terrible working conditions.

## C—How To Handle Strike-Breakers

When a Union is picketing a plant, it is un-American for *anybody* to cross the picket line and try to enter the premises. Here are two simple but patriotic ways to handle potential strike-breakers:

### THE BOUNCY-BOUNCY CAR TECHNIQUE



If strike-breaker comes to gate in car, all picketers grab car and start bouncing it up and down. Then turn car over, smash windows, and drop match into gas tank. If driver *still* insists on going in, *threaten violence!* He has no business going into plant during a strike. He is probably a no-good rotten "scab."

### THE BOUNCY-BOUNCY MAN TECHNIQUE

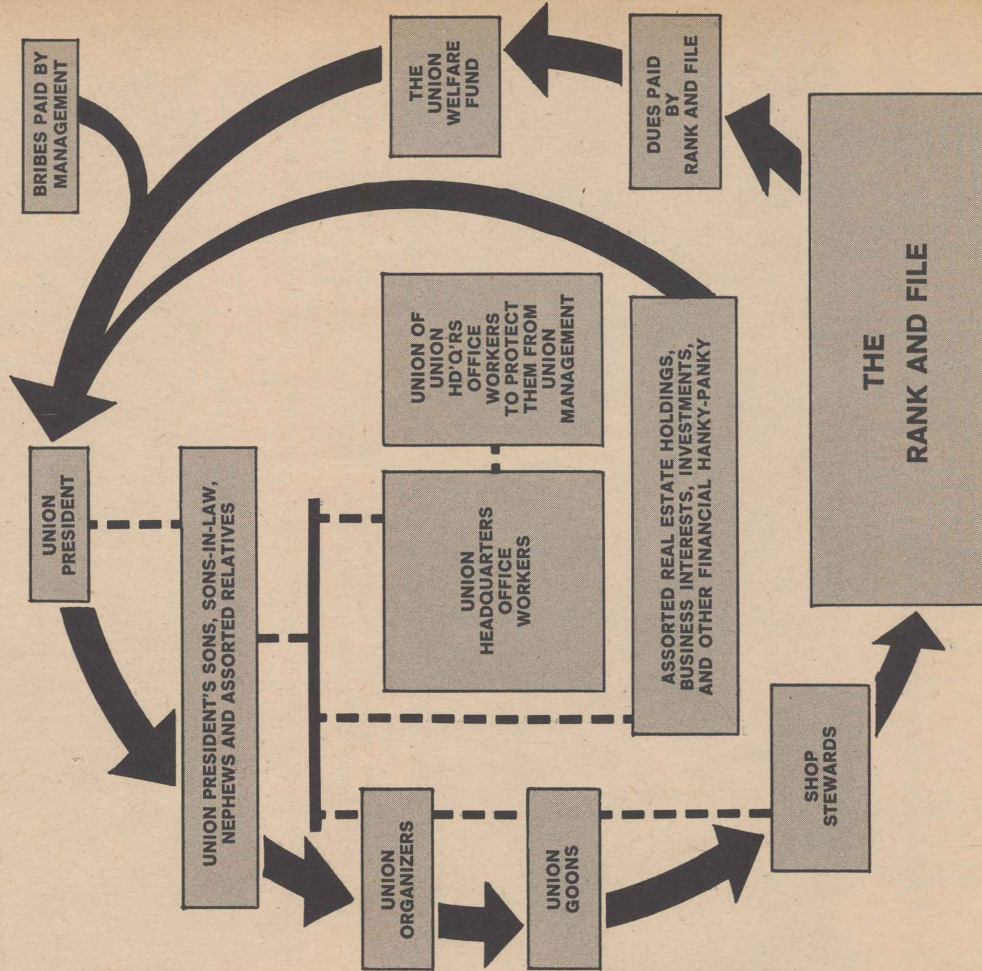


If strike-breaker comes to gate on foot, all picketers grab him and start bouncing him up and down—preferably on hard concrete surface. Then continue to work him over as if he were a car (SEE THE PREVIOUS PANEL). He has no business going into plant during the strike. He is probably the no-good rotten "owner."

## CHAPTER 4

# KNOW YOUR UNION

The chart below shows the "Chain of Command" of a typical Union: The dotted lines show the efficient flow of authority, and the black arrows show the efficient flow of disappearing funds.



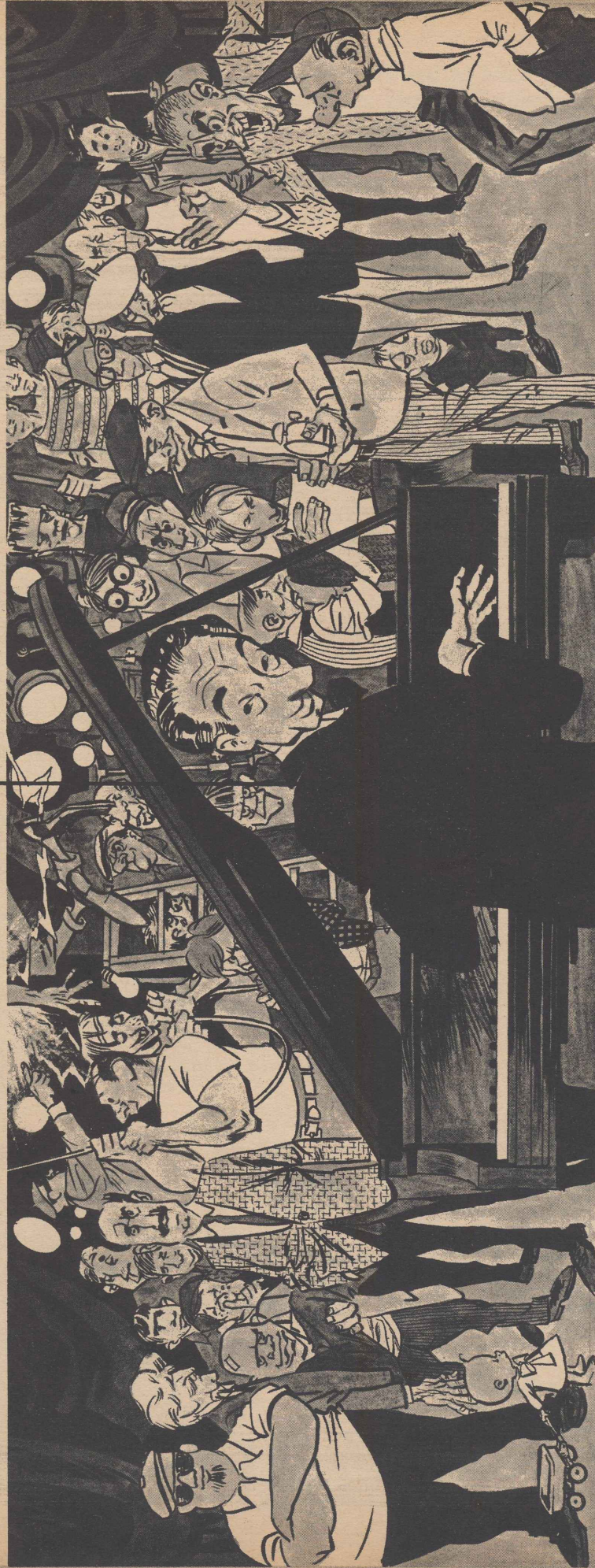


## CHAPTER 5

# YOUR UNIONS IN ACTION

One of the basic aims of Unions is to keep as many men employed as possible, regardless of the importance or necessity of their work. This is a practice which is carried out most admirably by the tremendous numbers of high-paid

but thoroughly useless Broadway Stagehand Unions. Here is a backstage shot taken at the Dick Foran Theater following a one-man performance by comedian Victor Borge, showing Union Workers that must be hired for each performance.



## BREAKDOWN OF UNIONS

### GROUP I—Left to right

Piano Movers Union  
Piano Stool Movers Union  
Piano Tuners Union  
Piano Tuner Movers Union  
Piano White Key Cleaners Union  
Piano Black Key Cleaners Union  
Piano Crack-Between-The-Black-And-White-Key Cleaners Union  
Standby Trombone Cleaners (In Case Pianist Should Suddenly Switch Over To That Instrument) Union  
Trombone Tuners Union  
Trombone Tuner Movers Union

### GROUP II—Left to right

Curtain Cord Pullers Union  
Knot Removers From Curtain Cords Union  
Knot Makers In Curtain Cords So Knot Removers Will Have Something To Do Occasionally Union  
Backstage Electricians Union  
Backstage Light Bulb Replacers Union  
Backstage Light Bulb Shakers To See If Filaments Are Broken And Bulb Has To Be Replaced Union  
Backstage Electrician Shakers To See If Electrician Has Died And Has To Be Replaced Union

## REPRESENTED ABOVE

### GROUP III—Left to right

Chair Movers Union  
Table Movers Union  
Explainers To Chair And Table Movers The Difference Between A Chair And A Table Union  
Alarm Clock Setters To Keep Chair And Table Movers From Falling Asleep Union  
Alarm Clock Setters To Keep Alarm Clock Setters Who Keep Chair And Table Movers From Falling Asleep. From Falling Asleep Union  
Alarm Clock Winders Union

### GROUP IV—Left to right

Make-Up Men In Charge Of Patting Star's Face But No Lower Union  
Make-Up Men In Charge Of Patting Star's Shoulder But No Higher Union  
Neck Patters Union  
Yes-Men In Charge Of Making A Circle With Forefinger And Thumb To Tell Star How Great He Was Union  
Backstage Dust-Blowers Union  
(This is a dock worker who got the job for no other reason than to prove to Management how powerful The Longshoremen's Union is)

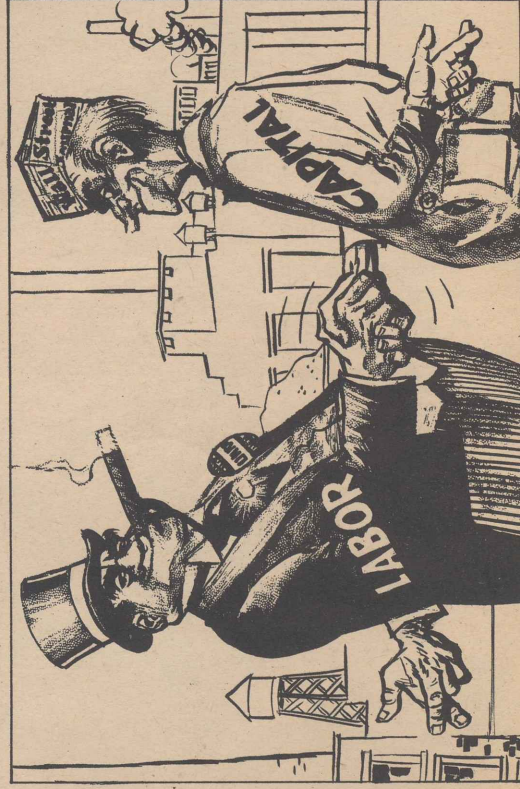


## CHAPTER 6

# FUTURE GOALS OF THE LABOR MOVEMENT

Following is only a partial list of the wonderful goals that Organized Labor hopes to attain in the near future:

- To Unionize ALL workers in the nation, and to see to it that those who refuse to join Unions DON'T WORK! In this way, workers will help Labor fight the cruel, dictatorial practices of Management.
- To set up a minimum wage standard of \$50 an hour for workers—with a lot higher wage rate for *skilled* labor.
- To cut the work week to 4½ hours in order to give Union members more free time to spend with their safety deposit boxes.
- To set up a system of free medical care, hospitalization and retirement benefits for valets and butlers of Labor Union Leaders.
- To strike defense plants only under the following two circumstances:  
When there is no national emergency—and when there is.
- To provide decent working conditions, liberal pension plans, and fair take-home pay for all Bosses, regardless of race, creed or color.



## CHAPTER 7

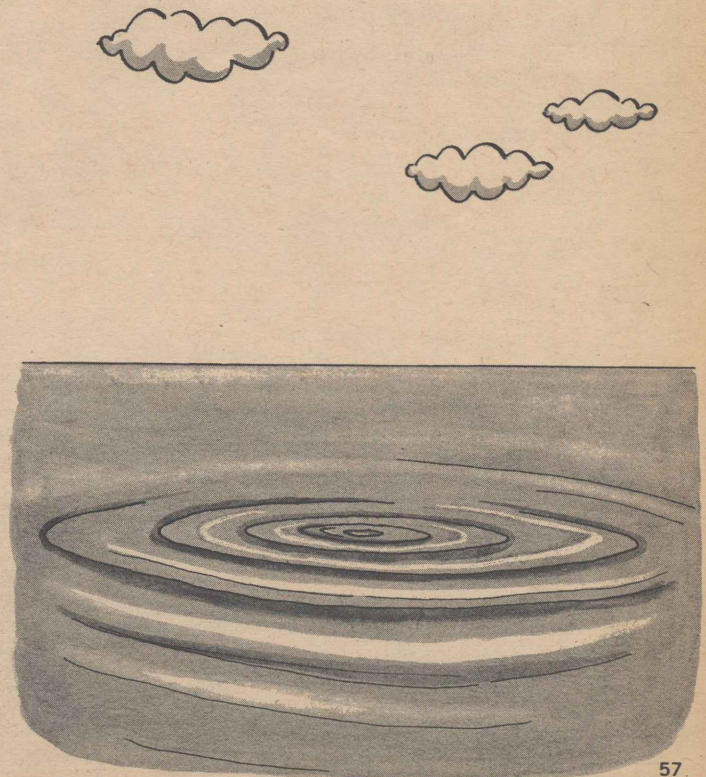
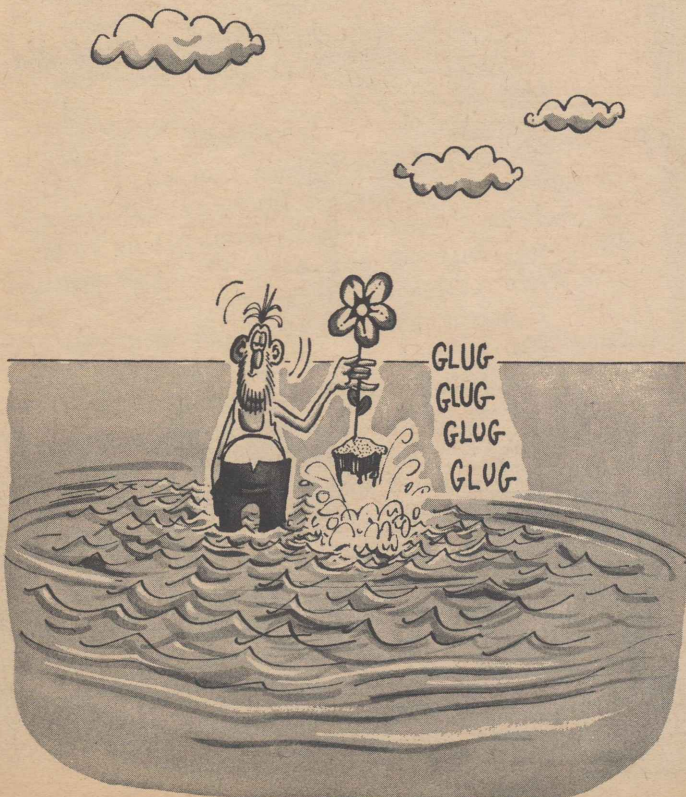
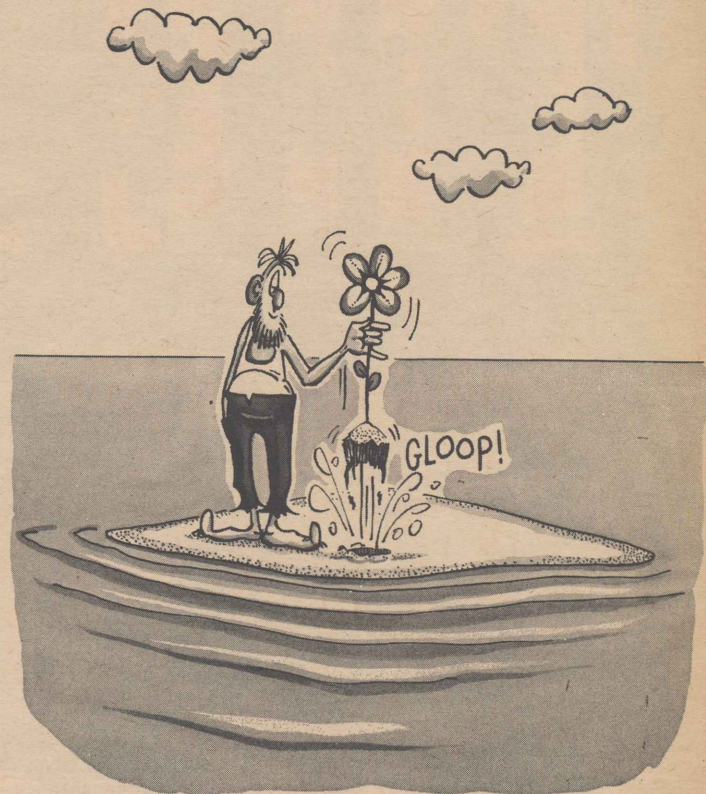
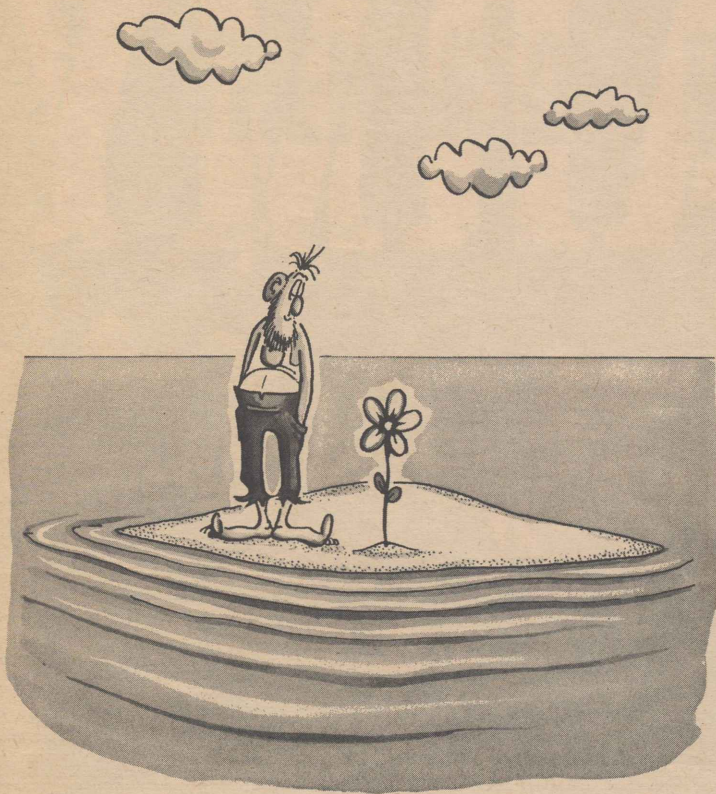
# THE WONDERFUL, GOD-GIVEN RIGHT TO STRIKE

**T**OO OFTEN THESE DAYS, Management is heard to complain about unnecessary and costly strikes by Labor. This is sheer stupidity and selfishness on their part. There are no unnecessary strikes! All strikes are fair and healthy for the economic structure of the nation. On this page, and the remaining 167 pages that follow, we would like to explain the tremendous importance of strikes, and show how they are helping to etaoinshrdlu

DUE TO A SUDDEN, UNNECESSARY AND COSTLY STRIKE BY THE LABOR OR MANUAL TYPOGRAPHERS UNION, AND THE LABOR TO COMPLETE THIS UNION, WE ARE UNABLE TO PRINT THIS HANDBOOK  
FURND OG RUBBER STAMP CO.



# SHIPWRECKED





With manned moon rockets now predicted for the foreseeable future, we're probably only a generation or two away from having permanent U.S. military bases on the moon and nearby planets. And so, with this article MAD peers into the future and empties out the first mail bag of letters from troops stationed in space . . . mainly

# THE ARMY

Wensday

Dear Ma,

How are you? I am fine.  
It is cold hear.

We eat ~~ally~~ ~~ally~~ aljee.  
It taste like alfalfa.

Thare are no cows hear.  
When I shoud one of the  
sivilions I met hear  
the pitchur of Bessie  
I carry in my wallit,  
he bleeped. Thay bleep  
hear insted of laff. Thay  
dont seam to like us.  
Sothern boys. I think

Pvt. Horace Withrow  
3987362  
Co. C, 14th Tank Bn.  
Fort Urg, Mars

Dear Mumsy,

Thanks so much for the toll  
house cookies. A big Neanderthal-type  
chap from Pennsylvania took them away  
from me, but it was nice to know that  
you were thinking of me.

I don't blame Daddy one bit for  
speaking out at "The Club" against  
the wasteful policies being followed  
by the Army here. The idea of sending  
the 14th Tank Battalion to Mars was  
ridiculous. As I wrote before, the  
atmosphere is so thin that the tanks  
have to be tied down to keep them  
from floating away. This means they  
can't be used at all.

You might tell Daddy that rec-  
reational facilities also warrant  
criticism. I tried to get up a chess  
team and was promptly told to go to

URLESQUE  
D-GLOBBS-50

BAR

DANCE

OFF  
LIMITS

USO

D-NNK



# ON MARS

ARTIST: BOB CLARKE  
WRITER: TOM KOCH

July 16, 9:30 P.M.

Dear Edna June,

This is awful late to be starting a letter, but I and three other guys just got back to the base from being in town on a four hour pass. Us guys ate at a Martian restaurant there that some guys told us about. It was O.K. if you like Martians. But their lots tougher than you'd think for most of them being so fat. I hope you got the plant I sent you for your birthday. It's called a man-eating mngny. I forgot to tell you not to get to close to it because it can

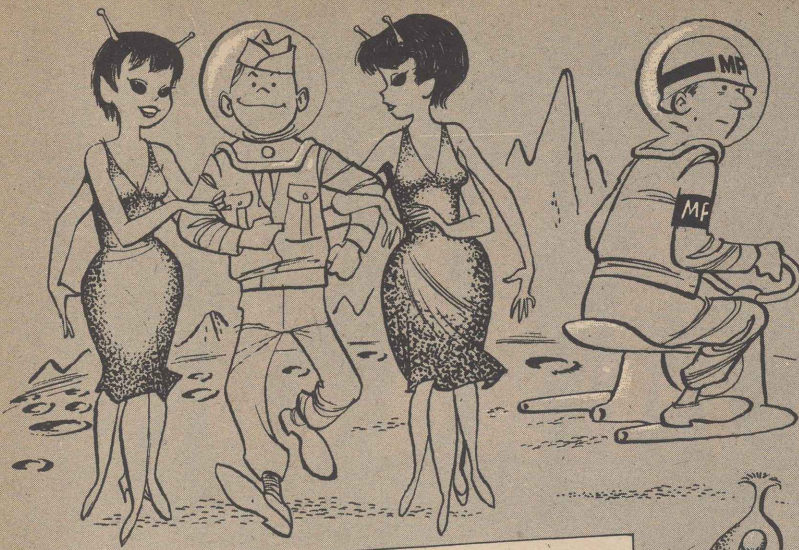
Dear Mother Grubinger:

I feel funny writing to you like this when we have never met. But with both of us loving Wilfred so much, and with him talking about you all the time, I feel I've known you forever.

I can never thank you and Father Grubinger enough for giving your blessing to our marriage.

Also, thanks so much for the beautiful sweater you knitted for me. However, it has only two sleeves. Didn't Wilfred tell you





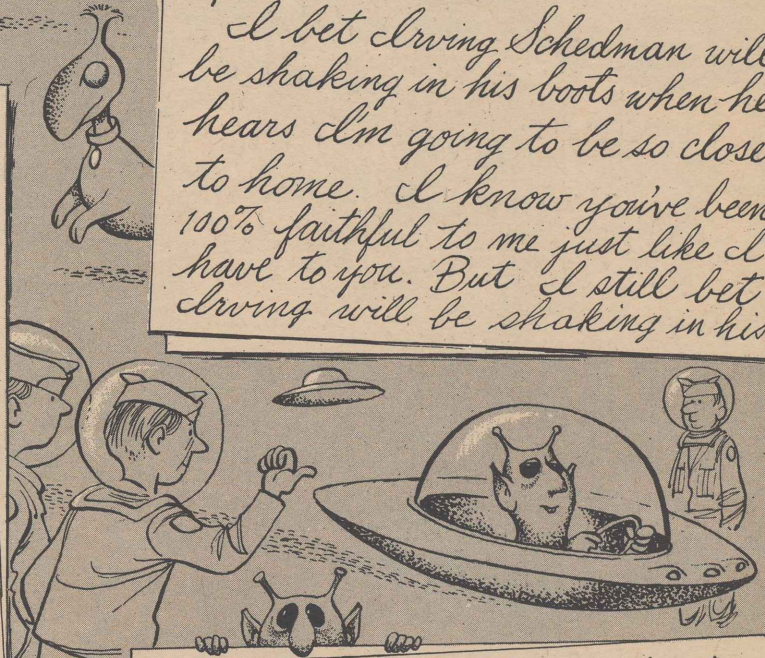
DEAR Mom AND Dad,  
 THIS WILL BE SHORT BECAUSE  
 I AM REELLY BUSHED. THAT  
 SARGENT WHO DONT LIKE ME  
 HAD ME ON K.P. ALL DAY. I  
 BEEN PEELING WGNFLXES. THER  
 A LOT LIKE POTATAS ONLY YOU  
 PEEL THEM WITH A BLOW TORCH.  
 YOU ASKED ABOUT THE NAME  
 OF THE SARGENT WHO DONT LIKE  
 ME. HIS NAME IS STRIBXZI  
 STRIBZYNSK STRUBLO WHITEY.  
 IF YOU THINK CALLING MY  
 DRAFT BORD WOULD GET  
 HIM CORT MARSHALLED, GO  
 AHEAD. HE DONT LIKE ME BE-

My Darling Ruthie, July 19th

I have just gotten some wonderful news, and I wanted to write to you about it the same day I heard

Our outfit is going to be shipped back to earth, probably to Arabia if the scuttlebutt is right. This means we will be only 9000 miles apart.

I bet Erving Schedman will be shaking in his boots when he hears I'm going to be so close to home. I know you've been 100% faithful to me just like I have to you. But I still bet Erving will be shaking in his



Pvt Seymour Hunts  
 35909071  
 483rd Mine Detection Sqd.  
 Fort Usg, Mars

Dear Maury:

I'm sorry to have been so long in answering your letter, but I've been away on what the clowns in the medic corps call a rest leave. I got to take a boat trip down the Pflgnfr Canal. But rest I didn't get. There was girls on the boat.

I met quite a doll named Wnflx Glbstrfr. What a dish. She looks a lot like that Zelda Oberman in our Algebra IV class, if you can picture Zelda with a green complexion, feelers and four legs.

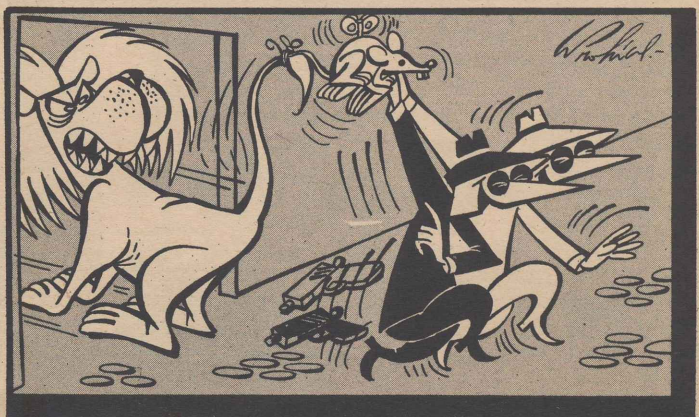
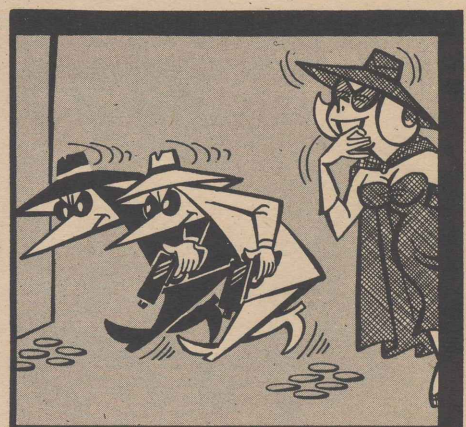
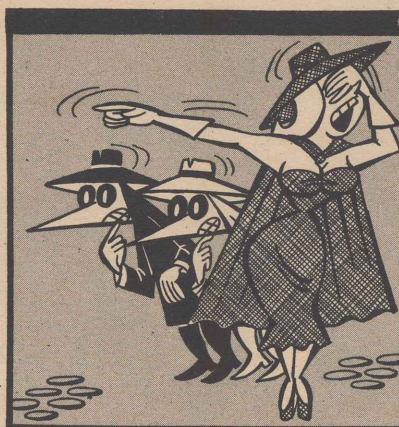
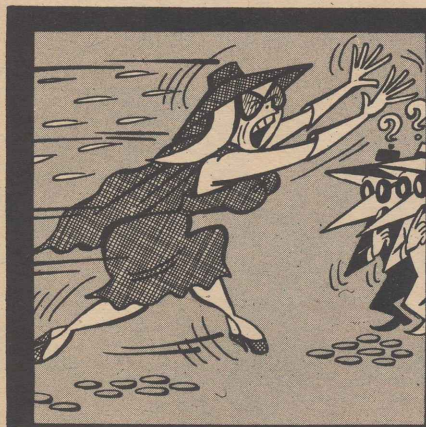
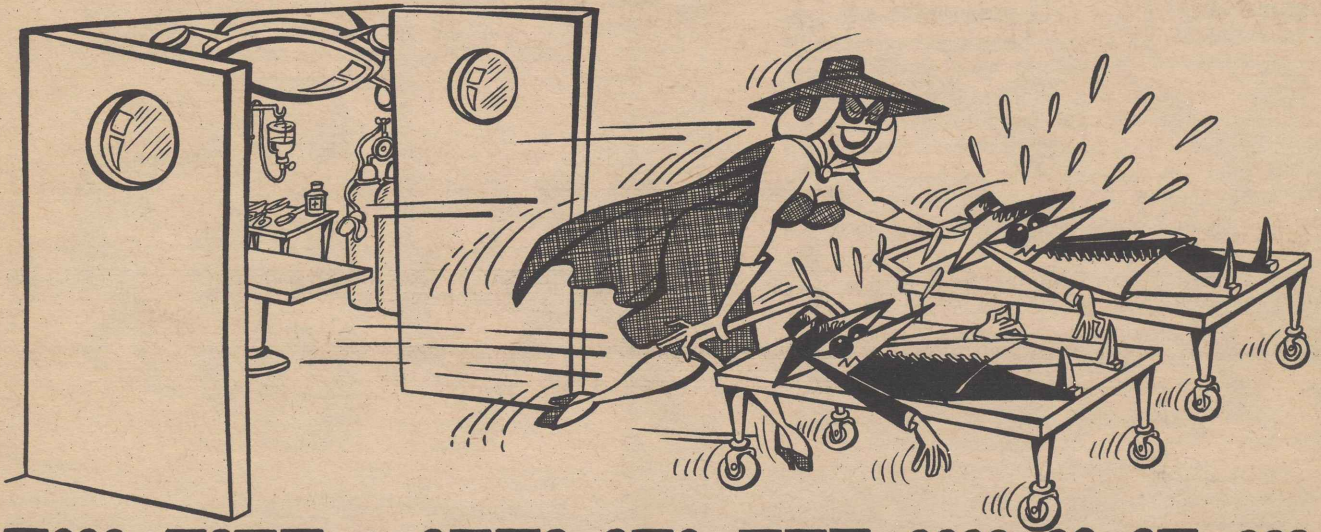
She didn't speak a word of English. But like I say, who needs





And now, Mr. Prohias offers another installment in his contention that truth is never all black nor all white—but merely shades of gray. He calls it . . .

# SPY VS SPY VS SPY





We've always felt Dave Berg had a screw loose, and now we know it! Mainly, who else but a nut would be idiot enough to publicly poke fun at the members of the Police Department. Well, he does in this article — which, come to think of it, we're idiot enough to publish!

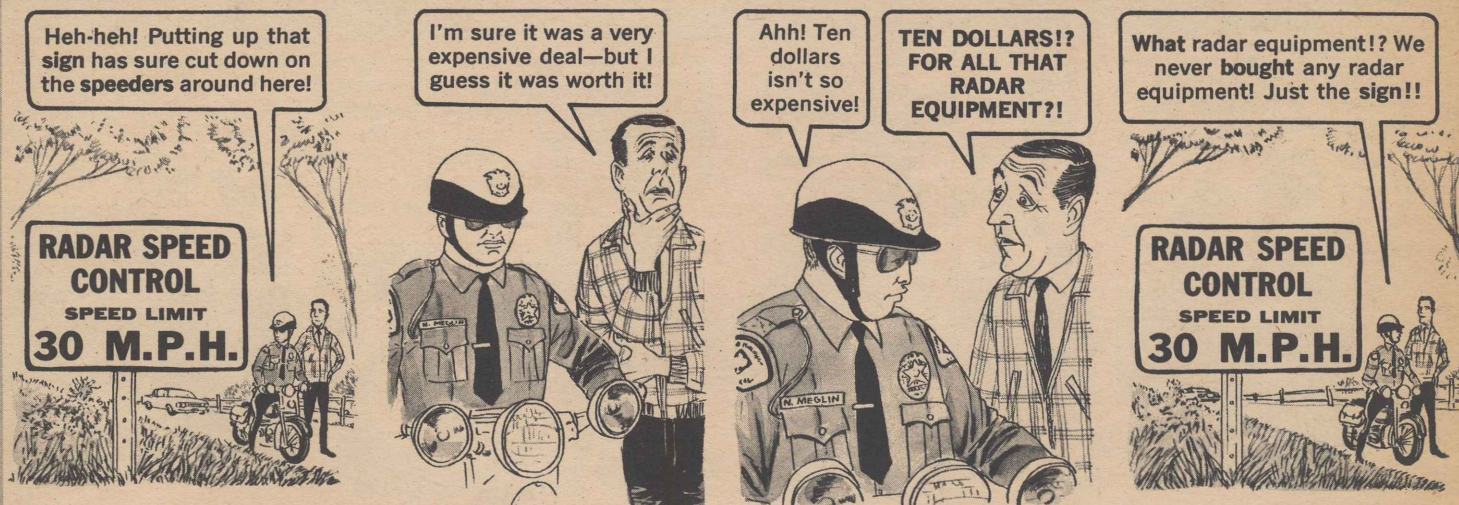
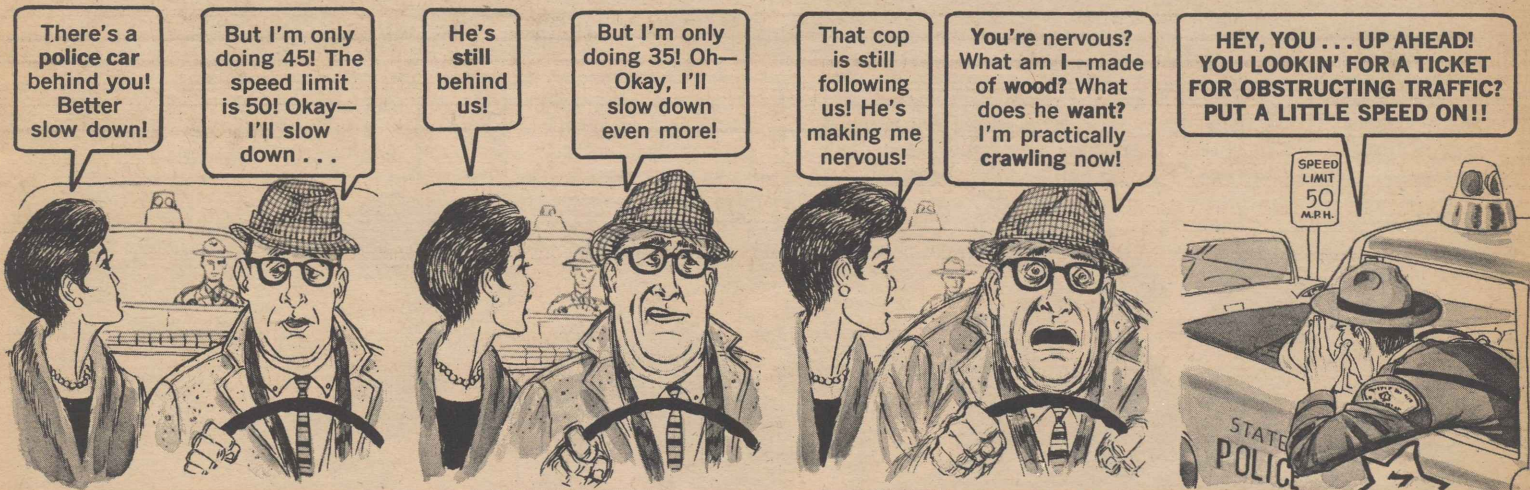
# THE LIGHTER SIDE OF



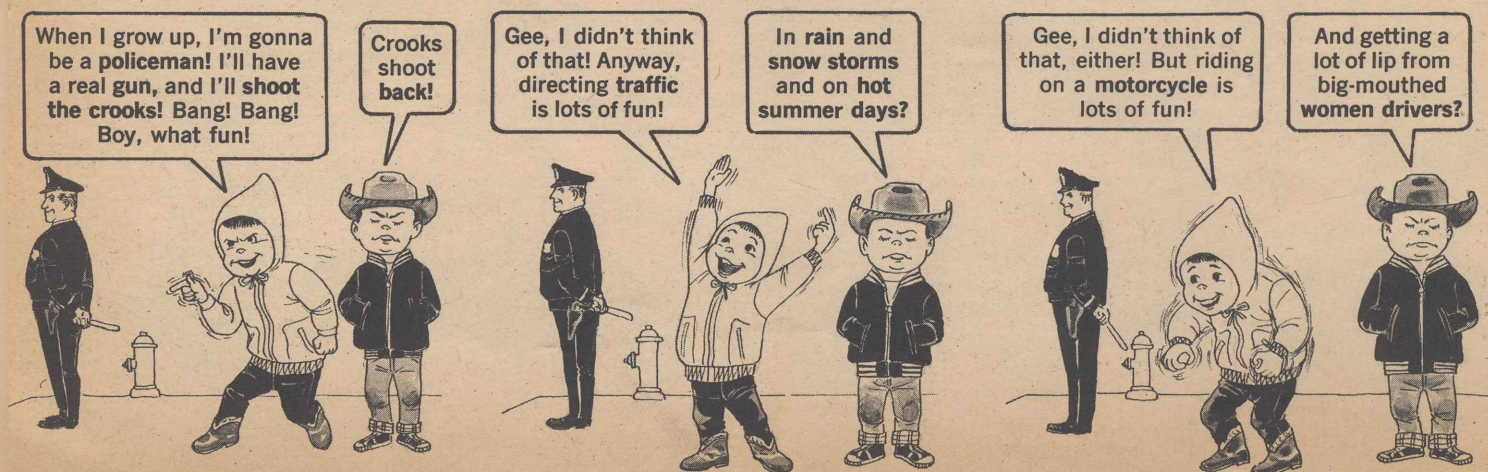
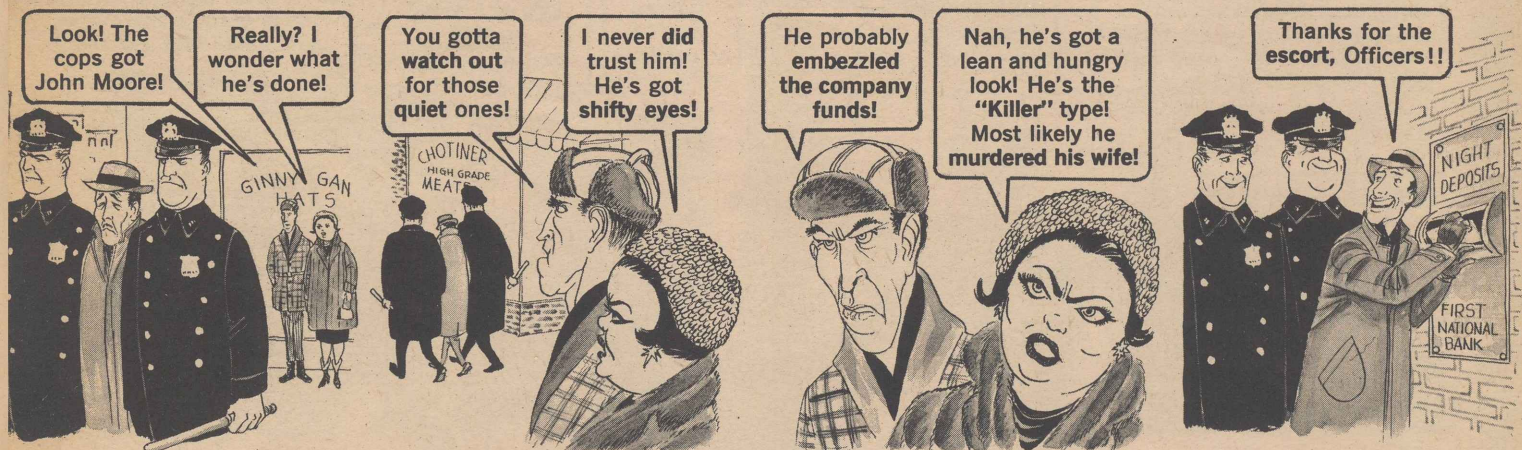
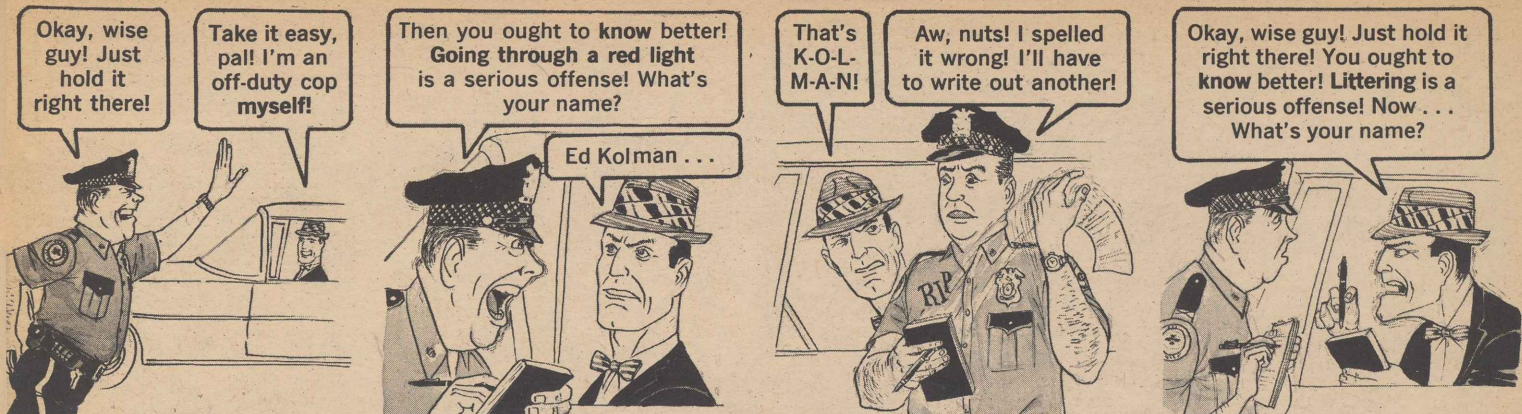


# COPS

WRITER & ARTIST: DAVID BERG









All right!  
Pull over!!



You were doing 60 miles  
an hour in a 30 mile zone!  
What's the big rush?



I've got to  
get to City  
Hall, Officer!  
It's terribly  
important!



Yeah? What's  
so important  
about getting  
to City Hall!

I've got to get there before  
it closes . . . so I can pay  
for this speeding ticket I  
got yesterday!



There's a  
cop coming  
up the walk!  
What do you  
suppose we  
did wrong?

Oh-Oh! I bet  
he's gonna  
give us a  
summons for  
not removing  
the snow from  
the sidewalk!

No, I think  
he's going to  
give us a  
summons for  
not having a  
cover on the  
garbage can!

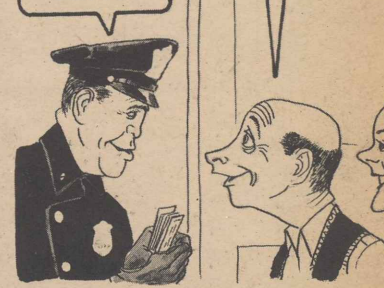
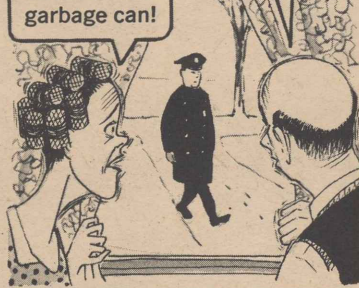
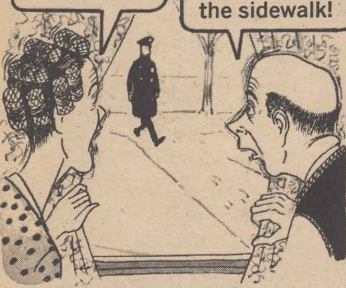
Or else he's  
gonna arrest  
me for driving  
with my left  
headlight out!

Or maybe we're  
getting a ticket  
because the dog  
bit someone  
again! Or Johnny  
broke another  
window!

Whatever  
it is,  
we're in  
trouble!

Hello! I'm  
selling  
tickets to  
the  
Policeman's  
Ball . . .

Huh? Oh . . .  
Sure! Sure!  
Hee-hee! I'll  
take all  
you've got!!



Move  
along!

**YOU CAN'T TALK  
TO ME THAT WAY,  
OFFICER!**

Remember this: You're a  
servant of the people,  
and I'm a taxpayer! That  
makes me **YOUR BOSS!!**

Then you're just the guy  
I wanna see! **HOW ABOUT  
A RAISE . . . BOSS?**

I'm moving along!



Well, the uniform  
is keen! I'll buy  
a dozen of them!

Are you kiddin'?  
On a policeman's  
salary . . .

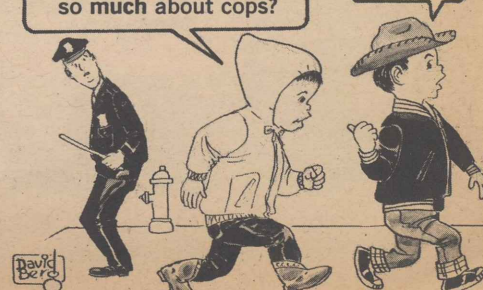
Well, driving  
around in a  
shiny new  
patrol car is  
lots of fun!

Yeah—answering crank calls  
to chase kids like you and  
me from playing ball in  
the streets!

Gee, thanks for warning  
me! When I grow up, I'm  
gonna be a fireman!!

Hey, how come you know  
so much about cops?

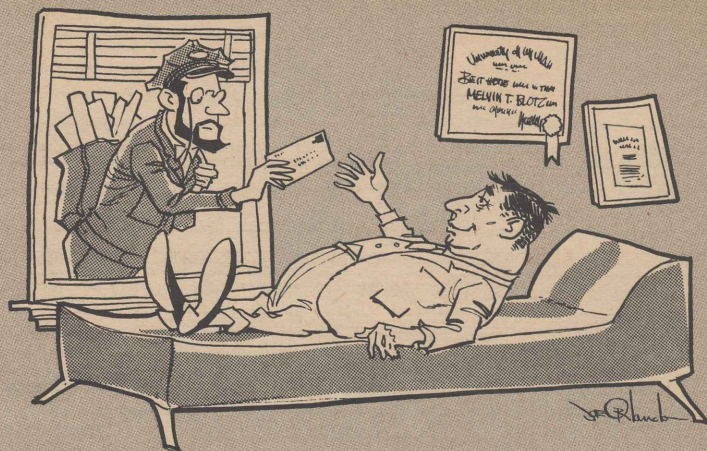
'Cause  
that's  
my Pop  
standing  
there!!



David  
Bero



TODAY, it's possible for the ambitious clod to learn almost any skill, trade or profession by enrolling in one of the thousands of correspondence courses currently available. But strangely enough, no one has yet offered a much-needed course teaching psychoanalysis by mail, thus enabling the hapless neurotic to save the \$25 an hour he now spends spewing out his woes to some overworked psychiatrist who probably isn't listening anyway. Rushing to the aid of these frenzied folk who can't cope with life, MAD now offers its own version of a home study course designed to accomplish . . .

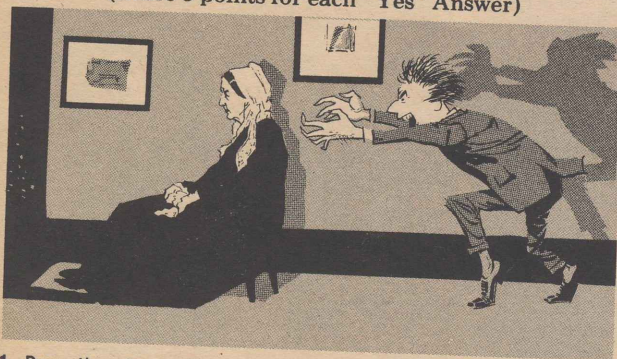


# PSYCHOANALYSIS BY MAIL=

ARTIST: JOE ORLANDO  
WRITER: TOM KOCH

## Session 3. MOTHER

(Score 5 points for each "Yes" Answer)



1. Does the above picture cause you to be more concerned about Mom's safety than about how much it is going to cost you to have her rocker repaired once the whole mess is over?\_\_\_
2. Are you now working on two jobs, one day and one night, just so you can make more money to buy Mom some of the nice things that your rotten, no-good father always denied her?\_\_\_
3. Do you cry yourself to sleep every night because the way your wife tucks you in and gives you your blanket to cuddle is not quite as comforting as the way Mom used to do it?\_\_\_
4. Do you insist on having your mother accompany you everywhere you go because she is the only person capable of helping you cross the streets safely?\_\_\_
5. Have you remained unmarried because you can't find a girl to take out who is 53 years old, has a weak worn face, and is willing to call you "Sonny"?\_\_\_
6. Do you still telephone your Mother every night to have her sing you a lullaby even though you now live in San Diego and she lives in Bangor, Maine?\_\_\_

## Session 4. THE INFERIORITY COMPLEX

(Score 5 points for each "Yes" Answer)

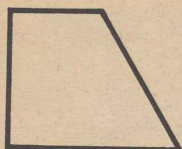


1. Are you humiliated beyond all reason because the ink blot above looks like nothing more than an ink blot to you, while you think that we think that you should think it looks like sex?\_\_\_
2. Are you afraid that you will be blamed for spilling the ink that made the blot, and that shortly we'll be sending someone out to hit you for it?\_\_\_
3. Do you avoid playing patty-cake with little kids because you're afraid they're better at it than you are?\_\_\_
4. Do you confess to every axe murder because you hate to think of some criminal more worthy than yourself being electrocuted while you go scot-free?\_\_\_
5. Whenever you pass a jewelry store with its clock-sign reading 8:20, do you unconsciously set your watch for that time, assuming that the jeweler must know the correct time and that you were the one who made the mistake and went out to lunch four hours early?\_\_\_
6. Do you send Mom a note of apology instead of a card every Mother's Day because you know how she must feel having a mess like you for a kid?\_\_\_



## Session 1. GENERAL EMOTIONAL STABILITY

(Score 5 points for each "Yes" Answer)



After concentrating hard on the illustration at left for 15 or 20 minutes, do you find yourself throwing a temper tantrum because you can't reach into the page and push the slanty side over to make the whole thing look more neat?\_\_\_



When you saw this symbol, did you immediately look down at the bottom of the page for the footnote it refers to, and then burst into tears when there wasn't any?\_\_\_



Are you filled with more frustration than you can bear because every pencil in the house has a broken point, leaving you with no possible way of filling in that awful white spot in the center of the circle?\_\_\_



Did you stand on your head to make sense out of this one without stopping to realize that maybe it's right side up, and everything else in the world is upside down?\_\_\_



Did this one make you giggle uncontrollably because you thought it looked like Jackie Gleason from the rear, bending over?\_\_\_



Did this one compel you to go down and punch your laundryman in the mouth because you were mad over the fact that he knows what it means and you don't?\_\_\_

## Session 2. ENVIRONMENTAL ADJUSTMENT

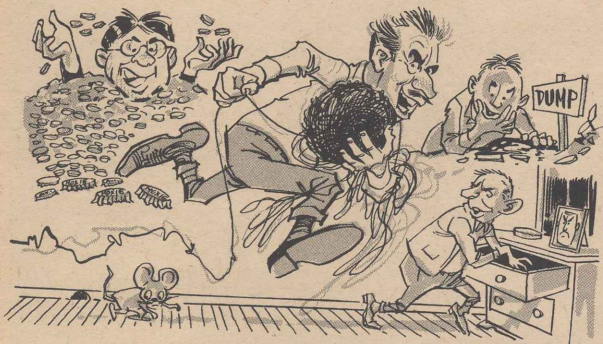
(Score 5 points for each "Yes" Answer)



1. Does the above illustration restore your faith in humanity because it proves that you are not the only one with sense enough to realize that a tree is the safest place in the world to live in?\_\_\_
2. Don't you think the man in the picture would be happier if he'd picked a taller tree which was harder to climb, thus making it even more difficult for all the bad guys to get at him?\_\_\_
3. Are you uncomfortable, even though you live alone on a desert island because you probably have a lot of snoopy neighbors living in Honolulu less than 1,300 miles away?\_\_\_
4. Does it bother you that it is already tomorrow across the international dateline, and that the people on the other side think you're doing what you're doing right now yesterday?\_\_\_
5. No matter how often you sell your house and move, do you always wind up with whole families of Communist spies living on both sides of you?\_\_\_
6. When your phone rings, do you inform whoever is calling that they have the wrong number before they have a chance to pry into your personal affairs by saying something like, "Hello?"?\_\_\_

## Session 5. FETISHES

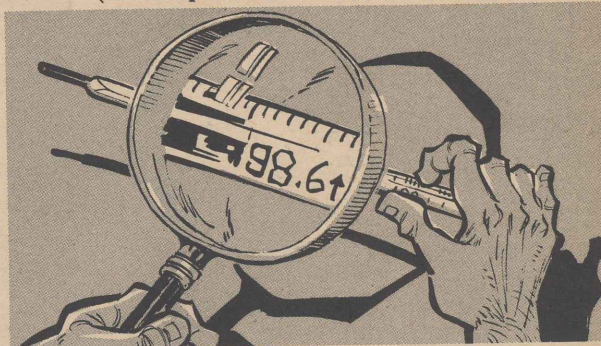
(Score 5 points for each "Yes" Answer)



1. Even though you live alone, have you been forced to buy a 14-room house because you need at least 13 rooms to store your collection of old bottle caps?\_\_\_
2. At a party, do you sit quietly until everyone else gets too plastered to notice you, and then start rummaging feverishly through bureau drawers?\_\_\_
3. When your wife suggests a picnic, do you insist on holding it near the City Dump so you can scrounge through the rubbish while the rest of the family is eating?\_\_\_
4. Have you given away all your slipover sweaters because you can't figure out how to put one on without taking off your hat?\_\_\_
5. Do you stock up on more canned goods than you can possibly eat just because you love to look at the pictures on the labels?\_\_\_
6. Do you hide spare rolls of string in chandeliers, under beds and other secret places around your house, just so you won't get caught short in case your wife finds your regular supply and throws it out?\_\_\_

## Session 6. COMPULSIONS

(Score 5 points for each "Yes" Answer)

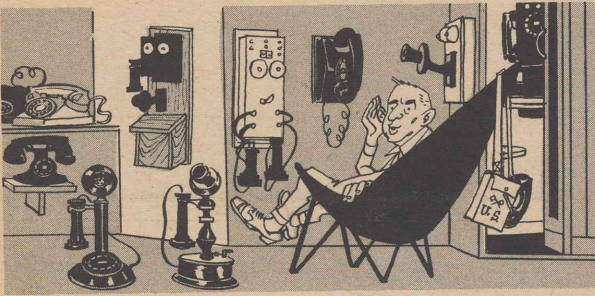


1. When you see these numbers, do you rush to the library to see what subject it covers under the Dewey Decimal System, instead of rushing to take your temperature the way a normal person would?\_\_\_
2. Are you in financial trouble because you can't resist saving your pay envelope every week, and throwing away the check inside?\_\_\_
3. When you receive an engraved invitation to a five o'clock cocktail party, do you show up at both five A.M. and again at five P.M., just to play it safe?\_\_\_
4. Have you stayed in your room with the door locked ever since you stepped on a crack in the sidewalk two years ago last summer?\_\_\_
5. Do you have a lot of auto accidents because you are afraid that glancing at the road occasionally would cause you to lose count of the number of telephone poles you're driving past?\_\_\_
6. Do you have more dreams about Harold Stassen than other people seem to?\_\_\_



## Session 7. TELEPHONE PSYCHOSIS

(Score 5 points for each "Yes" Answer)



1. Does the mere sight of the man in the picture fill you with joyous anticipation because you're certain he'll call you up any minute now, and you can hardly wait to talk to him even though you have no idea who he is?\_\_\_
2. Do you sometimes wish that you had two phones with different numbers so you could call yourself up and have somebody convivial to chat with?\_\_\_
3. Have you been calling up wrong numbers and saying "Guess who this is?" for so long that they know who it is by now?\_\_\_
4. Do you carry on long conversations with the girl on the phone who gives you the correct time even though she seems to have a one-track mind that causes her to reply to everything you say by telling you what time it is?\_\_\_
5. Is it your idea of a big time to call up every grocer in town and order huge quantities of food to be delivered to addresses that don't exist?\_\_\_
6. After you've called everyone you can think of, do you while away many happy hours just sitting there listening to the dial tone?\_\_\_

## Session 9. FRUSTRATIONS

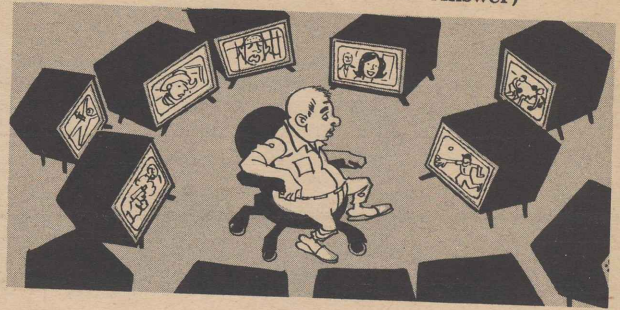
(Score 5 points for each "Yes" Answer)



1. Do you beat up your wife and children every evening just because there's no one left to beat up after you've spent the day beating up your co-workers and customers?\_\_\_
2. Have you ever had the triumphant dream that you stalked and killed a lyrfimstrdl, and then suffered a terrible let-down when you awoke and found it wasn't even listed in the dictionary?\_\_\_
3. Are you frustrated beyond endurance because you've been writing down every joke you hear and mailing them to Ed Sullivan, and he still doesn't laugh?\_\_\_
4. Do you ever dream that you've just met a beautiful blonde, and then get mad because the alarm clock goes off before you've had a chance to get her name and phone number?\_\_\_
5. Do you fly into a towering rage every time you watch "Gunsmoke" because Chester won't stop limping no matter how many letters of protest you write to the network?\_\_\_
6. Do you hate your mother and father because you wanted to be an African pygmy when you grew up and they wouldn't let you?\_\_\_

## Session 8. TELEVISION PSYCHOSIS

(Score 5 points for each "Yes" Answer)



1. Do you wish you had a TV set that could bring in all 13 channels at the same time so you wouldn't ever, ever, ever have to miss any show, no matter how lousy it was?\_\_\_
2. Do you toss and turn all night because the announcer on the "11 O'Clock News" always tells you to rush right out and buy "Dristan," and you can't because the drug store in your neighborhood closes at 10:30?\_\_\_
3. Is your greatest pride in life the fact that you stopped using that greasy kid stuff on your hair even before the TV people told you to?\_\_\_
4. Do you always wear your best suit while watching TV because you assume that the people on the screen can see you and you don't want to be considered a slob?\_\_\_
5. Is the greatest thing you fear about a Communist take-over the possibility that you might be sent to Siberia, which you understand is in a fringe reception area?\_\_\_
6. Do you sometimes get out of bed at 4 A.M. after all the TV stations have gone off the air, and still get a lot of pleasure out of turning on the set and just watching the snow on the screen?\_\_\_

## Session 10. SCORING AND RECOMMENDED THERAPY

If your score is 0-25, you have no problems because you either didn't go to school at all, or somehow managed to skip the grades where they taught reading.

If your score is 30-35, you should buy a dictionary, read it cover to cover, and then take this quiz over again on the off-chance that the new results will prove you to be less of a nut than you really are.

If your score is 60-85, just stay under your bed and keep re-reading the label on the bottom of the box spring until you feel better.

If your score is 90-115, don't clutter up your mind with tests like these. You need all the mental power you can muster just to remember who you are in case anybody should ever ask.

If your score is 120-145, you are almost completely unglued and should immediately send us an additional \$150 for our "Advanced Course" while you still have sense enough to remember where you put your check book.

If your score is 150-175, don't send us the \$150. Use it to have bars installed in all your windows to protect your neighbors from what you are most likely to do next.

If your score is 180-205, quit your job immediately and have as much fun as you can before they catch up with you.

If your score is 210-235, cultivate the ability to hold your breath for long periods of time so you will be in shape to move to the bottom of the ocean in case your condition worsens.

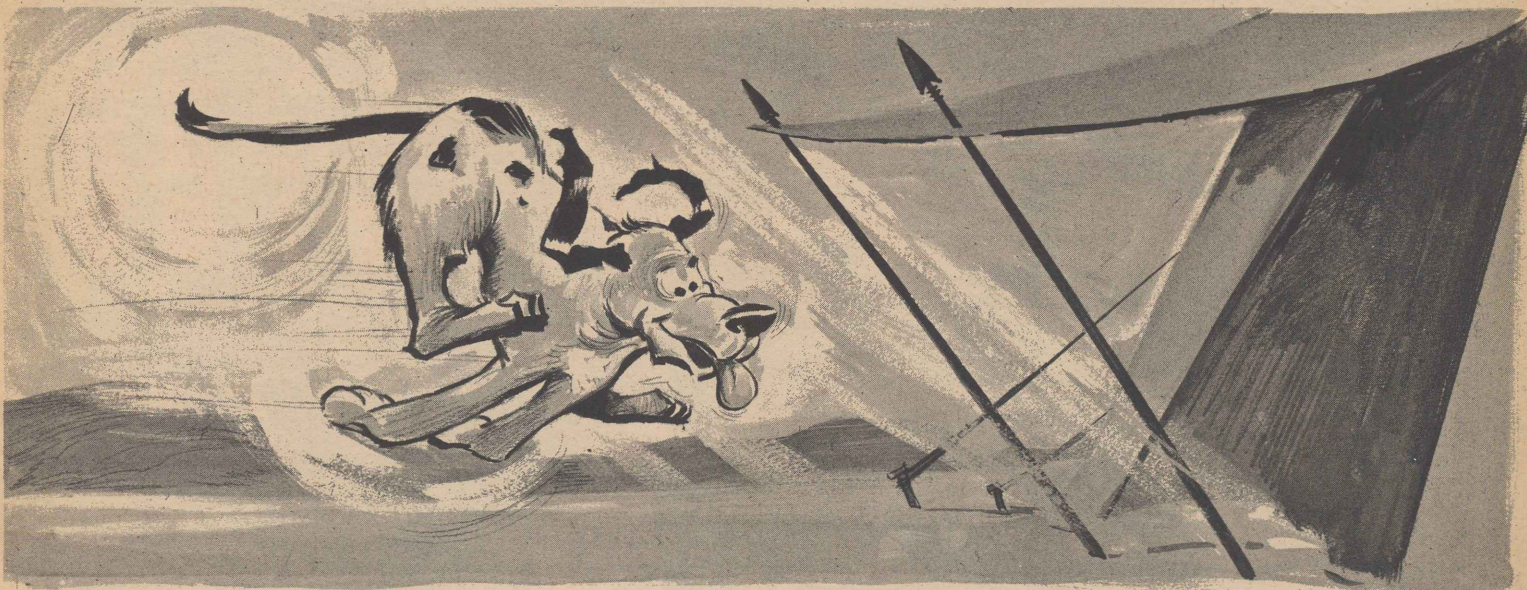
If your score is 240-270, don't call us. We'll arrange for the nearest sanitarium to call you.





# RULE NUMBER ONE

ARTIST: JOE ORLANDO



How many times must I tell you ...  
**DON'T JUMP ON THE BED!!**

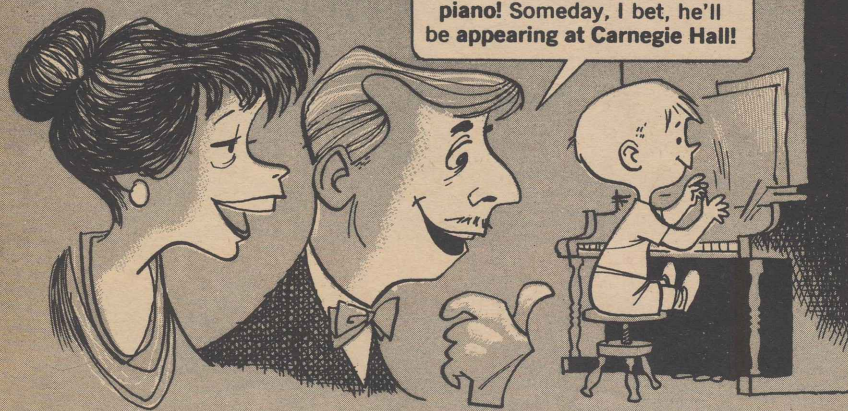


## GREAT OAFS FROM LITTLE ACORNS GROW DEPT.

Every proud parent thinks his kid is a genius, and almost every little thing the brat does is taken as a sure sign of some extraordinary ability or talent that will surely manifest itself in later life. If, however, the little tyke does **not** fulfill his parents' hopes, it isn't because **he** failed, but rather because his **parents** failed. Mainly, they failed to **interpret** those early signs **correctly**! F'rinstance, there are some parents who thought their children would become great artists and writers. You can imagine their shock when their offspring ended up as members of the MAD Magazine staff. With this in mind, here are some other case histories which show...

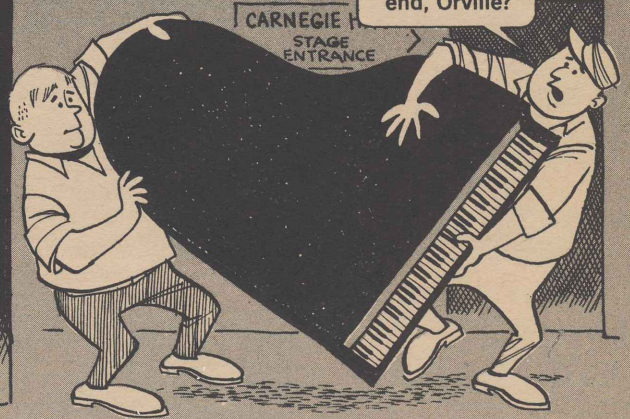
### THE "PREDICTION"

Look at little Orville! He just can't stay away from the piano! Someday, I bet, he'll be appearing at Carnegie Hall!



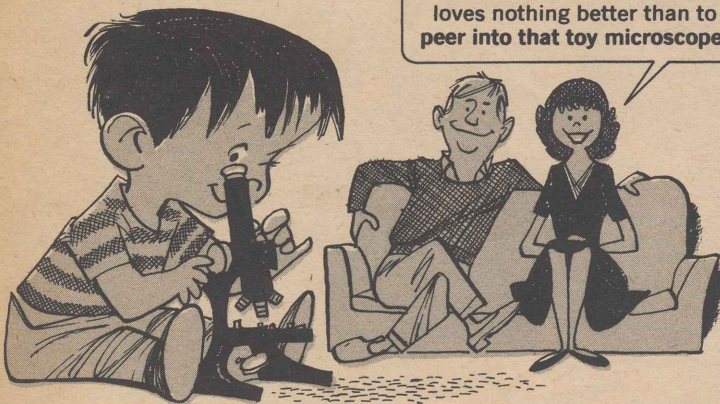
### YEARS LATER

Got it on your end, Orville?



### THE "PREDICTION"

Our little Herman is destined to do scientific research! He loves nothing better than to peer into that toy microscope!



### YEARS LATER

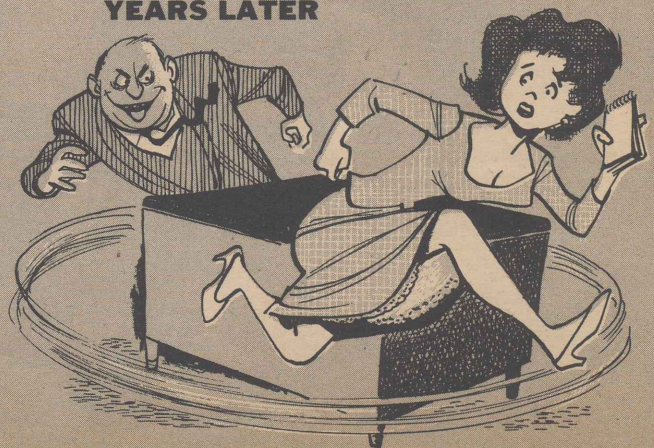


### THE "PREDICTION"

Debbie is certainly fast on her feet! Perhaps that means she'll be a championship runner one day!



### YEARS LATER







# HOW PARENTS GUESS WRONG ABOUT THEIR KIDS' FUTURE CAREERS

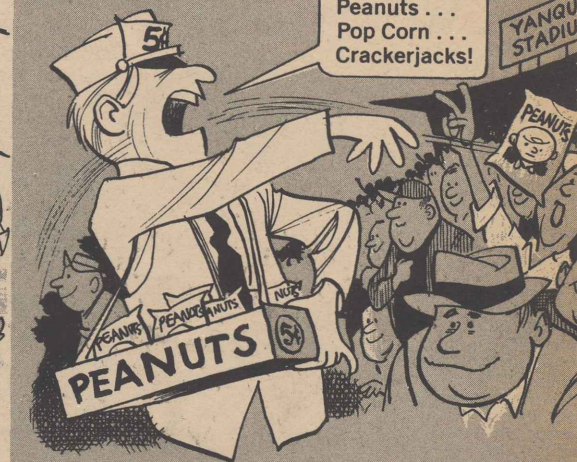
ARTIST: BOB CLARKE

WRITER: DON REILLY

## THE "PREDICTION"



## YEARS LATER



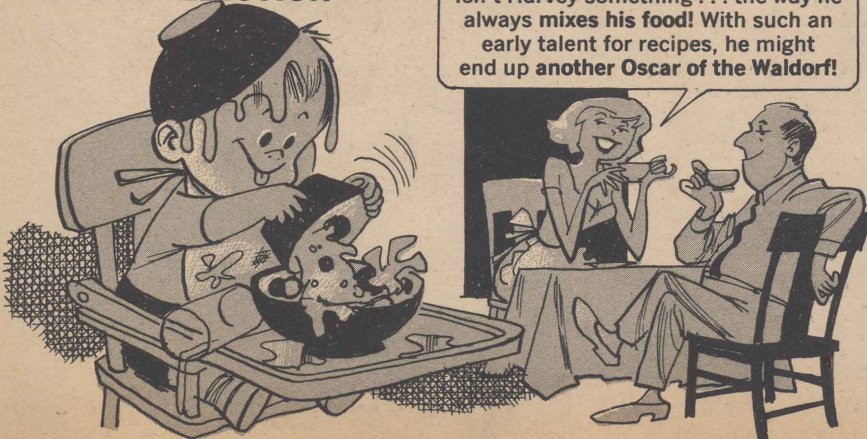
## THE "PREDICTION"



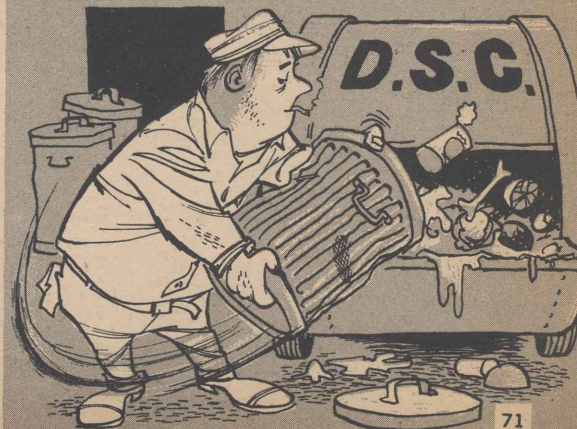
## YEARS LATER



## THE "PREDICTION"

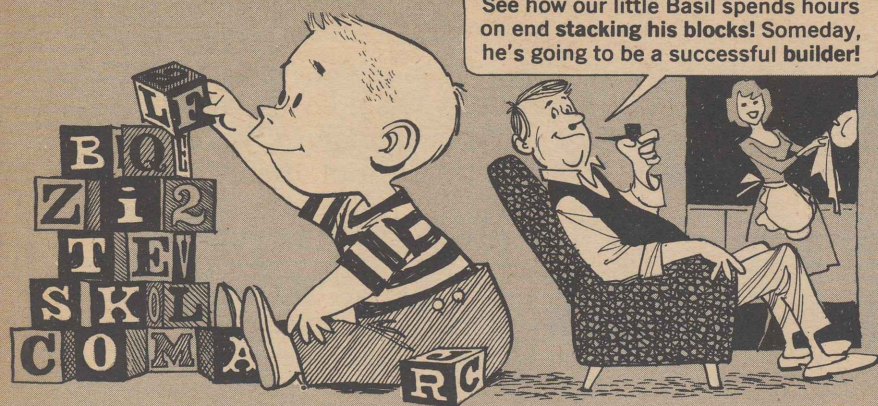


## YEARS LATER

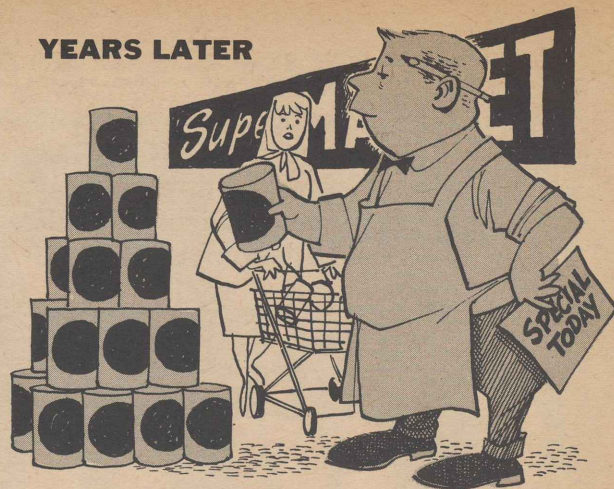




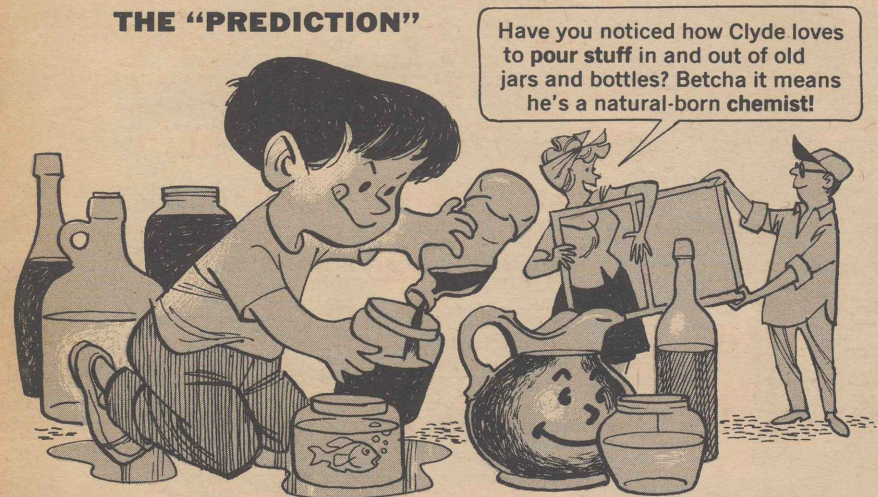
## THE "PREDICTION"



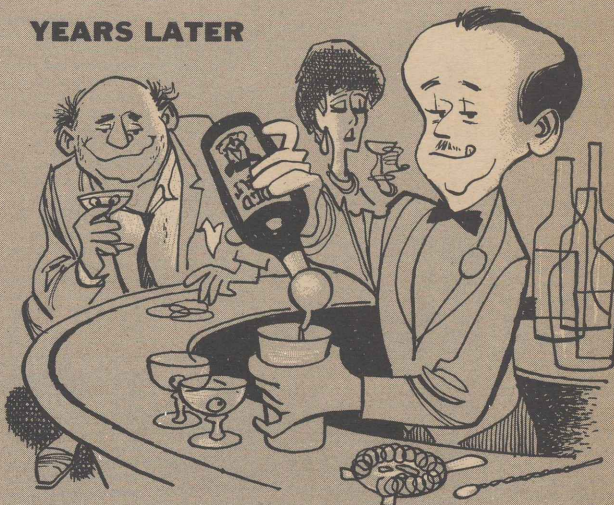
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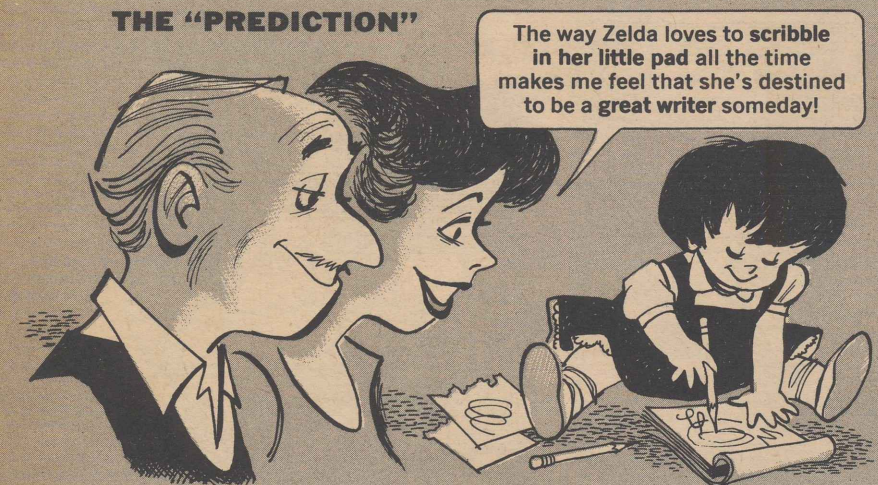
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## YEARS LATER



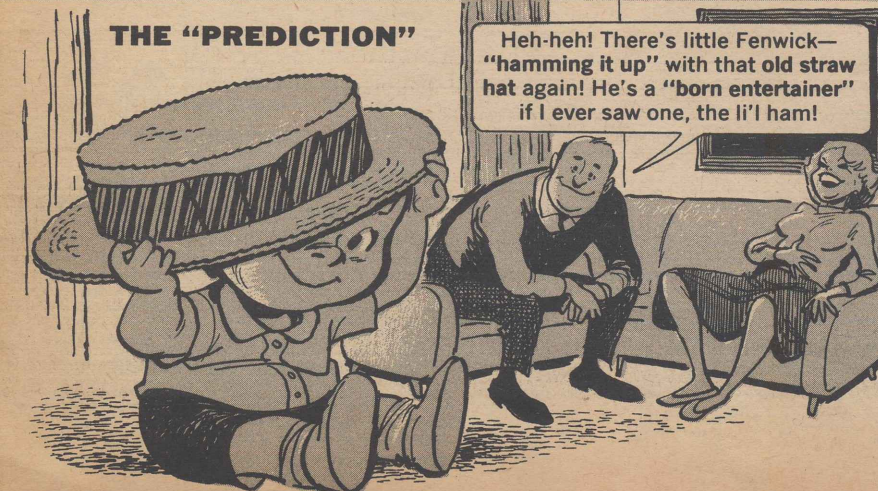
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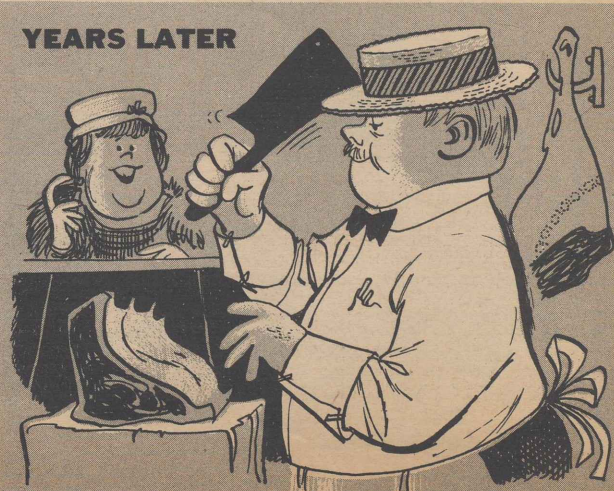
## YEARS LATER



## THE "PREDICTION"



## YEARS LATER





## WORKING FOR SCHOOLIE WAGES DEPT.

Back in September, 1960, we ran a magazine aimed at what we then thought was the most miserable animal in existence—The Beatnik. But in September, 1962, we came up with a magazine for even a lower species of the human race—The Racketeer. Frankly, we thought we'd hit bottom. But recently, after digging among the very dregs of humanity, we came up with the individual who is now considered to be the lowest creature of them all by the American public. Here then is MAD's version of a magazine aimed at the...

**I ATTENDED A P.T.A. MEETING—AND LIVED!** By 8th Grade Advisor Emma Glonk

# MODERN TEACHER

NOVEMBER,  
1963

A publication for members of  
the Teaching Profession, sold  
at a price teachers can afford:

**FREE**

## IN THIS ISSUE

### HOW TO HANDLE PROBLEM STUDENTS

Mainly, Those Who Study  
Hard, Pass Exams, And  
Show A Desire To Learn

### TEN BATTLE-SCARRED VETERAN TEACHERS DESCRIBE THEIR HARROWING COMBAT EXPERIENCES WHILE SERVING ON HALL-DUTY

With 12 Blood-Curdling Photos

### A FAMED EDUCATOR WRITES ON CORPORAL PUNISHMENT:

"Before Hitting Them,  
Children Should First Try  
To Reason With Teachers!"

## EXCLUSIVE

### SEVEN EASY-TO-RECITE BLACK MARKET PRAYERS YOU CAN SNEAK INTO YOUR CLASSROOM

An Outraged Parent Speaks Out:  
**WHO NEEDS SCHOOL INTEGRATION?  
I'LL LEARN MY KIDS AT HOME!**

**MODERN-DAY TEACHER ENTERING  
MODERN-DAY CLASSROOM ON A  
RELIGIOUS HOLIDAY WHEN HALF  
THE STUDENTS ARE ABSENT**



**SPECIAL CONTEST FOR HARASSED TEACHERS**  
**Win A Relaxing, All-Expenses-Paid Vacation in South Viet Nam**

ARTIST: GEORGE WOODBRIDGE  
WRITER: LARRY SIEGEL



*Play It Safe With*  
**SIMON PURE BOOKS**

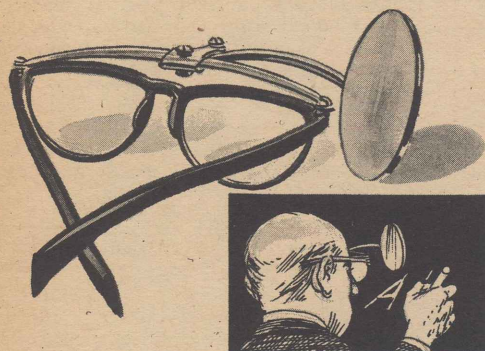
**\* GOLDBLOCKS AND  
THE THREE EAGLES**  
formerly "Goldilocks and  
the Three Bears"

**\* THE RED, WHITE AND BLUE  
BADGE OF COURAGE**  
formerly "The Red  
Badge of Courage"

**\* THE 39 PRAIRIES**  
formerly "The 39 Steps"

## CATCH THAT CHEAT!

## RANKIN REAR-VIEW MIRRORS



## ALSO HANDY FOR CATCHING:

**Spitball-Throwers  
Funny-Face-Makers  
Dirty-Picture-Passers**

## Smoochers Sleepers Whisperers

## Inkwell Pigtail-Dippers

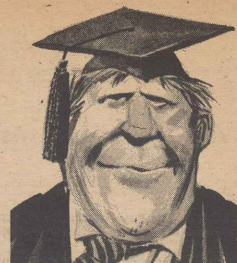
**AND COUNTLESS OTHER BEHIND-YOUR-BACK ACTIVITIES**

**ON SALE NOW AT YOUR LOCAL OPTOMETRIST**

**JUST \$2.98** for standard eye glass frame attachment

**(\$350.00 if you wear contact lenses)**

*All teachers who have problems are invited to submit them to Principal Lummock in care of this magazine. If you desire a personal reply, kindly enclose a self-addressed stamped envelope. (Note: Since most teachers can't afford a stamp for a self-addressed envelope, Principal Lummock is discontinuing his offer for personal replies with this issue.)*

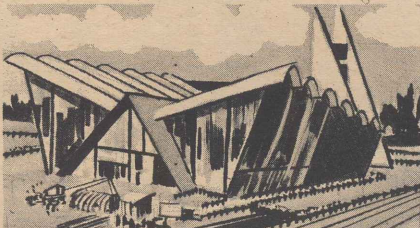


Last Friday, I assigned members of my class to take home the living things in our classroom and care for them over the weekend. You know, the usual stuff: gold-fish, plants, turtles, and things like that. Anyway, one of my bigger pupils took *me* home with him against my will. Frankly, I had a miserable time, but that's beside the point. Wasn't this a terrible thing to do?

It sure was! You distinctly told your class to take home "living things." You are a School Teacher! You call that "living"?

While travelling through Levettown, Long Island, the other day, I noticed some builders erecting what looked to me like the most ultra-modern, farthest-out, wildest-looking suburban school I had ever come across in my entire life. Am I right? Is this a new suburban school they're putting up in Levettown?

F.Y.  
New York City



No. F.Y., the building you saw will not be a new suburban school. Its architecture is much too wild and abstract for something as dignified as a school. The structure you saw is going to be a church.

Dear Principal Lummock:

I have been told that many Principals these days are not so much interested in the welfare of their teachers and the education of their pupils as they are concerned with being high-powered public relations men and casting favorable images in their communities. How do you feel about this?

R. T.  
Detroit, Mich.

Well, I've been shirt-sleeving this subject with my brain-storming assistants over at my Finster Junior High School shop, where I run a tight little ship—and after spit-balling it around the room, we dropped it into the inkwell to see how it stained. Frankly, the whole thing came up ridiculous, rumor-wise.

I have a problem which has been bothering me for several months. I am Principal of the Elisha Cook, Junior Junior High School in Hollywood. Last month, I made a brilliant speech at the graduation exercises. Among other things, I said, "As you pick yourself up by your bootstraps and put your nose to the grindstone and your shoulder to the wheel, you must step boldly, but carefully, onto the Frontiers of Life, remembering to keep your head in the clouds and your feet on the ground, or vice versa. . . . "Anyway, for some strange reason, 85% of the graduation class fell asleep during my speech. Can you tell me why?"

C. D.  
Los Angeles, Calif.

Z-Z-Z-Z-Z-Z-Z-Z-Z-Z-Z-Z-Z-Z-Z-Z-Z-Z-ZZZ.

Dear Principal Lummock:

Recently, I read a transcript of the brilliant speech given by the Principal of the Elisha Cook, Junior Junior High School in Hollywood, to the graduating class last June. How can I get in touch with him? I want to nominate him for Presiding Officer at the Republican National Convention in San Francisco next year.

D. D. E.  
Gettysburg, Pa.

**Sorry, D.D.E., the Democrats beat you to it and contacted him first.**

Dear Principal Lummock:

I am a 6'7" First Grade Teacher at P.S. 37 in Dover, Delaware. As you might well imagine, with the water fountains in the school halls installed about two feet off the floor for the convenience of the small children, it is almost impossible for an adult to take a drink. I used to try bending over, but I wound up with a slipped disc. Anyway, a few weeks ago, I began kneeling on the floor to take a drink. This worked out fine for a few days, until an FBI man stormed in one day and arrested me. Can you tell me why?

E. R.  
Dover, Del.

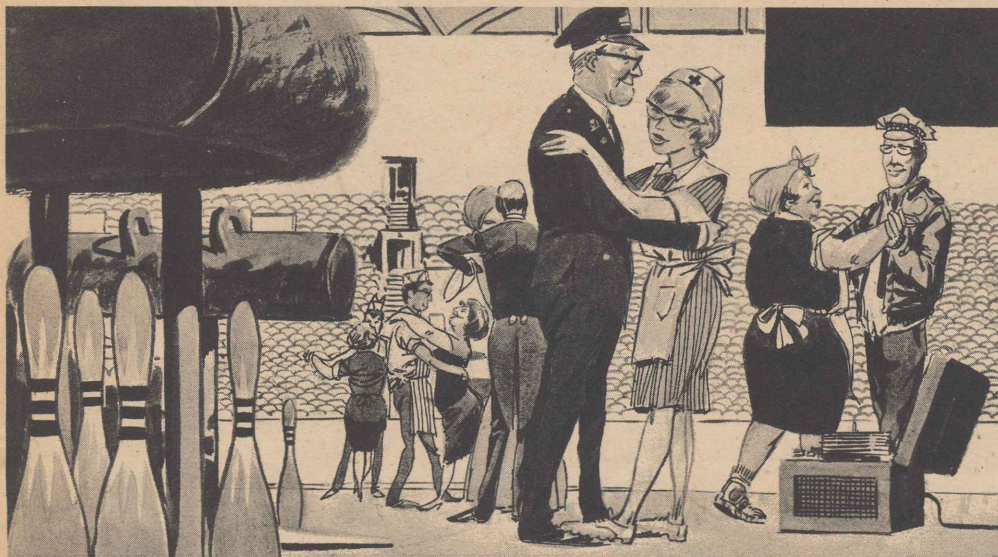


It's very simple. He thought you were praying.



# THE MOONLIGHTER'S PAGE

What's What Among The "Part-Time Job Set" Along Teacher's Row



The Fourth Annual Teachers Dance at The Potrzebie School last month was a huge success. Biggest joke of the evening was on the strangers who happened into the gym and thought that

the affair was a Costume Ball. They didn't know that all those present were actually teachers dressed in the uniforms of the part-time jobs they were headed for... after the Dance.

Meet Sylvia Kupp, "Moonlighter Of The Year". Since January, Sylvia has been teaching her class Algebra all wrong... intentionally! With poor grades, the students have naturally had to seek help from an outside tutor. So far this year, Sylvia's income has been \$3,422 as a Math Teacher, and \$22,000 as an outside Math Tutor.



Here's Evelyn Glick, Biology Teacher at The Fink School, and After-Hours Wine-Maker, catching up on some of the part-time work she didn't get a chance to finish the previous night.

## THE MOONLIGHTER'S CLASSIFIED ADS

### Help Wanted—Male

**CARNIVAL BARKER**—9 PM to 1 AM weekdays, all day Sat. and Sun. Good opportunity for Elocution or Speech Teacher. We supply disguise so your students won't recognize you. 50¢ an hr. Write Box 195 MT.

**CAR WASHER**—Steady part-time work. Prefer Professor, but will accept Junior High School Principal. Must be College Grad. Here's your chance to clean up. Box 84 MT.

**CATTLE SLAUGHTERER**—Opening for aggressive, husky young Teacher. Chicken-plucking experience helpful but not necessary. 2 AM to 4 AM, Tuesdays and Thursdays. Bring own sledge hammer and knife. Box 14 MT.

**PIZZA FLIPPER**—We looka for a qualifi Teach. Write to us stronga selling letter anna tell us why you the man for-a this job. Then drop-a by inna few days anna read it to us. Box 57 MT.

**SANDHOG**—Work in a nice cool tunnel. Ditch-digging experience unnecessary. Free Hosp. Benefits, unless you get like the bends. Must know how to swim underwater. Box 42 MT.

### Help Wanted—Female

**FRUIT PICKER**—Healthy, outdoor work for Teacher in the Rio Grande area. Excel. working conditions, friendly atmosphere, except for occasional hostile wetback attacks. 20¢ an hour and all you can eat. Lemon harvest starts this week. Box 121 MT.

**PILLOW STUFFER**—Prefer Teacher with M.A. degree. Salary commensurate with pillow-stuffing ability. Excellent opportunity. Can eventually lead to mattress-stuffing for the right woman. Box 34 MT.

**SANDHOG**—Work in a nice cool tunnel. Typing experience unnecessary. Free Hospital Benefits, unless you get like the bends. We know it's crazy advertising for a woman sandhog, but who can tell how desperate you school teacher broads are! Box 42 MT.

**WOMAN**—Mature, intelligent Teacher preferred. Hard to describe type of job, but rest assured you'll work like a horse. 40¢ an hour. Free Death Benefits and Hay-Break. Box 36 MT.

### Situations Wanted—Male

**BRIGHT**, personable, cheery, ambitious, aggressive, friendly, religious, eager Princeton Professor desires part-time job as shirt folder. Am experienced, and have own pins. Box 347 MT.

**PHYSICS TEACHER**, Rhodes Scholar, gd. friend of W. von Braun, seeks challenging part-time position as bus-boy. Look gd. in uniform. Will relocate to new school if necessary. Box 19.

### Apartments To Share—Male

**TEACHER**, convicted of one of the most fascinating capers in Moonlighting History—Bank Robbery—wants to share comfortable cell with another convicted Moonlighter in same prison. Don't want bird-keeper, self-proclaimed lawyer, or book writer. This place is lousy with them. Box 97 MT.





# THE INQUIRING TEACHER

**QUESTION:** How do you feel about teachers going on strike?

**WHERE ASKED:** At various schools and strike picket lines.



**SHIRLEE BRONX**

Fourth Grade Teacher  
And Potential Wife

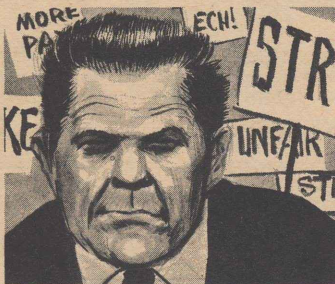
I don't see why teachers have to resort to something as degrading as strikes. Now take me, for example. I'm an average, conscientious young teacher who lives at 147 Mosh-olu Parkway, a keen dancer, swell company, and my telephone number is MQ-O-4299.

All I want is to bring education and enlightenment to pupils for the rest of my life (unless I get a better offer, like getting married, say, next Tuesday). I think the \$60 a week I get is more than enough and I can live on it very comfortably. Of course, my father, who I live with, and who is also a teacher and has to support me and my mother—he's got problems!

**JAMES HOFFA**

Labor Union Leader  
And Humanitarian

Sure teachers should go on strike. Everybody should go on strike. Striking is healthy. It takes people out of their houses where they can get into trouble, and puts them on safe street corners. I like to strike. I like to strike all the big companies. I like to strike all the big plants. I'd like to strike Bobby Kennedy. Right inna mouth! Why shouldn't teachers strike? Some of my best friends are truck drivers. Some of my best truck drivers are teachers. When they're not driving trucks. Well, they gotta eat!



**HERMAN KLING**

Professional  
Failing Student

I'm all for teachers going on strike. After all, they're human. They have a right to a living wage and decent working conditions. If, by going on strike, they bring out into the open the terrible injustice that is being played on one of today's most important profes-

sions, then I'm all for it. I'm all for anything that will open the public eyes, that will open the public minds, and that will close the public schools.



**ROBERT T. WAG**

Mayor and Distinguished  
Public Servant

I think it's terrible when public employees have to resort to strikes. Look at me, I'm a public employee. You don't see me striking. I do the best I can on my \$40,000 a year. And take my Governor friends, they're public employees. They don't strike. Just the other day, Governor Rockefeller swore to me he'd never strike for more money. And President Kennedy told me the same thing. He's a public employee. Recently, the teachers in my city wanted a raise. Did they go on strike? Of course not. We settled the whole problem by talking. That's how you always settle problems—by talking. I sat down and I talked to them. I said, "You're not getting any more money, and that's settled!"



# This Month's Colorful Report Card Terminology

In keeping with the common practice in schools across the nation of disguising the true character and personality of pupils so their parents won't get like a trauma, MODERN TEACHER offers another installment of some new and colorful double-talk terminology for use on report cards.

"He has an unquenchable thirst for spontaneity in education, which has been best slaked by the give-and-take of classroom discussion, as opposed to the sterile atmosphere of a non-scholastic milieu."

**TRANSLATION:** He hasn't done his homework in three weeks!

\*\*\*\*\*

"While his personal intellectual capacity is limitless, he rarely hesitates to absorb knowledge from others around him in order to enhance his image as a well-rounded pupil."

**TRANSLATION:** He cheats on exams!

\*\*\*\*\*

"He allows himself the healthy luxury of unleashing his pent-up emotions, which, had he suppressed them, might turn him into a seething cauldron of self-consuming neuroses."

**TRANSLATION:** He kicks, scratches, bites and spits!

\*\*\*\*\*

"He has an innate desire to examine at first-hand the vicissitudes of life, which has been best satisfied by personal pilgrimages into the very maw of civilization."

**TRANSLATION:** He cut classes 24 times this term!

\*\*\*\*\*

"He appears to prefer the cloistered atmosphere of solitary study, rather than engage himself in the communication of class discussion."

**TRANSLATION:** The other kids steer clear of him because he doesn't wash.

\*\*\*\*\*

"He is deeply concerned with the physical well-being of other students, seeing to it that they do not overindulge in calories or harm the calcium content of their teeth."

**TRANSLATION:** He steals cookies and candy from his classmates.

\*\*\*\*\*

"His is a wandering, probing mind, which by its very nature, should not be accelerated onto new horizons too rapidly, but should be allowed instead to return to areas once before explored for the purpose of gathering additional insight."

**TRANSLATION:** He's going to be left back this term.



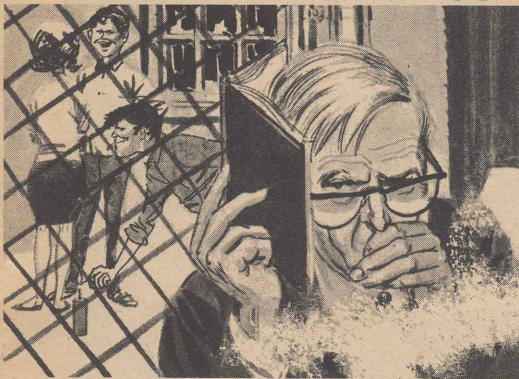
Every month, MODERN TEACHER selects one member of the profession who best typifies the American School Teacher, and shows an average day in his life.

# meet... ARNOLD GUMBER *MODERN TEACHER'S* Teacher of the Month



At 7 AM, Gumber puts on a double breasted suit and wide-brimmed hat, sticks a cigar in his mouth, and tells his neighbors he's off to his book-making parlor. They don't know that his respectable job as Bookie is just a front for his real vocation . . . a miserable teacher at P.S. 46.

At 8:45, Gumber goes on school yard duty. While extremely hazardous work (with possible death always imminent), being outdoors gives Gumber a chance to sneak a smoke—something you can't do in school—unless you're a pupil!



From 9:00 to 2:00, Gumber handles many important teaching assignments, such as Cafeteria duty, collecting lunch money, collecting bank books, collecting milk money, and collecting switch blade knives from the pupils. (More dangerous weapons are collected from the pupils by the school's special Bomb Demolition Squad. . .)

At 2:00, Gumber directs his class in a comedy in the school auditorium. Everyone forgets his lines, and the jokes fall flat. At 3:00, Gumber receives his monthly paycheck backstage. He goes on stage and shows it to the audience. This gets the biggest laugh of the day.



At 8 AM, Gumber handles his first extra-curricular, non-paying teaching assignment in school basement. P.S. 46, built in 1823, was once infested by rats. But the rats are gone now. The school was too damp and dirty for them.



At 3:15, Gumber is picked up by police for authorizing the use of a dirty text book entitled "Improper Fractions." He is fingerprinted and booked. He pleads for a prison term, but since it's his third offense, he receives the maximum penalty. He is sentenced to return to P.S. 46 as a teacher!





# THE BLACKBOARD JUMBLE

## NEWS 'N' GOSSIP ABOUT THE TEACHING PROFESSION

By Harold "Sandy" Wilner

Hats off to industrious Principal Harvey Higgle, of Birchwood Junior High, who is augmenting his income with a clever use of his inter-classroom public address system. Harv personally conducts a swinging 9 A.M. to 3 P.M. disc jockey show of rock 'n' roll records and witty patter—even during exams. He's fully sponsored by local candy stores, ice cream parlors, saloons, burlesque houses, and other business establishments with messages of importance for today's school-age youngsters . . . Bad news for Ruth Bleaker, Third Grade Teacher at P.S. 131. Her parents refused to give her permission to marry one of her pupils. They feel that 31-year-old Donny Thyson is a bit too old for her. Better luck next time, Ruthie . . . Good news for the Henry Peskins in the person of a brand new 7-pound bouncing baby boy. Henry teaches math at the Jack Holt Memorial High School in Beverly Hills. His wife is a former Kindergarten Teacher, who used to conduct the 2 A.M. to Dawn session at the slightly overcrowded P.S. 6.

\*\*\*\*\*

Best wishes to P.S. 193's Irma Brechwold, who will celebrate her 70th year as a teacher next month. 92-year old Irma, who tried to retire several times in the past but was asked to stay on by school authorities because younger teachers refuse to work for \$38 a week, will celebrate the day quietly. Only the immediate family will be present at a small party given in her honor, including her mother, P.S. 193 teacher Maude Brechwold. Reba Brechwold, Irma's grandmother, who sprained her ankle while teaching gym at P.S. 193 last week, will not be able to attend.

\*\*\*\*\*

Memo to the ridiculously spoiled students at the suburban Arthur Fingerhut School: Free bus service has now been extended to include all pupils who live more than 10 feet from the school. Previously, only pupils who lived 20 feet or more from the school could ride. And now for some bad news, kids: Since your whole school is on one level, the city has turned down your request to install escalators in the building . . . The City Planning Commission of Finnque, Illinois, has just given the green light for a new 4,500 housing unit development to be constructed within a three-block radius of P.S. 238. Naturally, no new school will be built in the area, so P.S. 238 will be a trifle more overcrowded. To make room for the added influx of pupils, all teachers will be asked to stay home on school days.

\*\*\*\*\*

In the educational battle for survival between the West and Russia, this column has always spoken out strongly for en-

couraging brilliant students who show promise and are well-advanced for their age. Which is why we were so excited by the card we just received from teacher Herman Fiffnik. Herman tells us that every pupil in his First Grade class speaks flawless French. However, upon investigation, we found out there's a slight catch here. French is the *only* language they speak. Herman teaches in Bordeaux, France. (Can't you ever be serious, Herm?)

\*\*\*\*\*

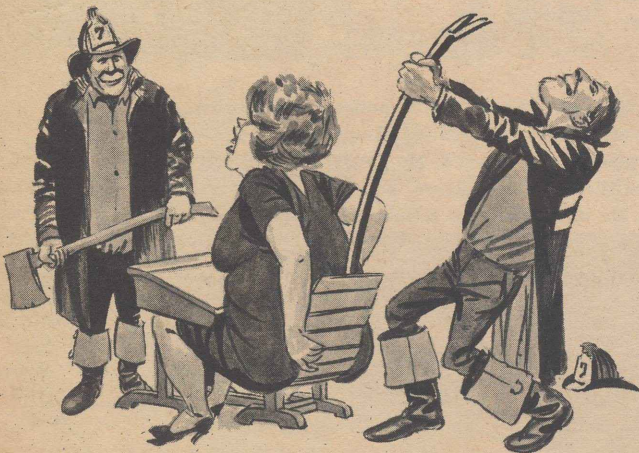
Our condolences to the family of heroic Irving Doren, who taught Science at the brand new Richard M. Nixon Junior High School (which was involved in building graft and collapsed last week due to faulty construction). When he noticed that his room was sinking below the basement, Doren allowed his students to abandon class, but he refused to leave his desk. It isn't very often that a teacher is courageous enough to go down with his classroom. We will never forget you, Irv . . . Worried because your students act like a bunch of dolts whenever a Superintendent or Principal drops in unexpectedly to sit in on one of your classes? Here are some excellent questions, submitted by Ninth Grade Teacher Harold Opp, which you can ask safely: "How much is two and two?", "Spell cat!", "Who would like to demonstrate 'breathing' for today's 'Show and Tell'?", "Which of these famous men discovered the Hudson River: (a) Henry Hudson (b) Seymour M. Dopplefinger (c) Paul Anka?" Contributor Opp promises to send along the answers in time for next month's column.

\*\*\*\*\*

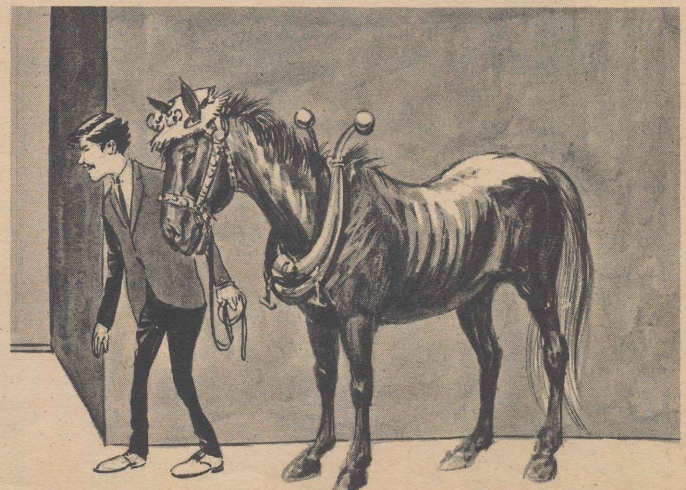
Best of luck to Fifth Grade Teacher Victor Emster, of P.S. 49. He's taking the "Big Step" with his childhood sweetheart, Miriam Troy. The couple will live at the home of Miriam's parents until Victor decides what he wants to do for a living . . . We hear that thousands of letters are pouring into Washington every day, congratulating all the Congressmen who have been successfully fighting Federal Aid to Education. The only trouble is, they're all from Nikita Khrushchev.

\*\*\*\*\*

Will some of Harry Carruther's friends at City College please do something about helping him to get rid of the terrible inferiority complex he's recently developed? It just isn't dignified for a respectable College Professor to wear one of those idiotic false-nose-and-eye-glasses disguises whenever he goes in to pay his rent. Even though Harry *did* discover that the new landlord of the 57 story apartment building he lives in is Seymour Gribble, whom Harry flunked in Business Administration two years ago.



Congrats to the Fire Department. They finally freed Mrs. Sophie Zelk, who got stuck in one of those tiny writing chairs she was forced to sit on while visiting her son's Second Grade class during Open School Night in Oct. 1959.



Student Frank Pock, voted "Boldest Exam Cheater for '63", is shown here entering a room to take his final exam in "Anatomy of the Horse". At the other end of the rope is the nerviest crib sheet Frank ever smuggled into class.

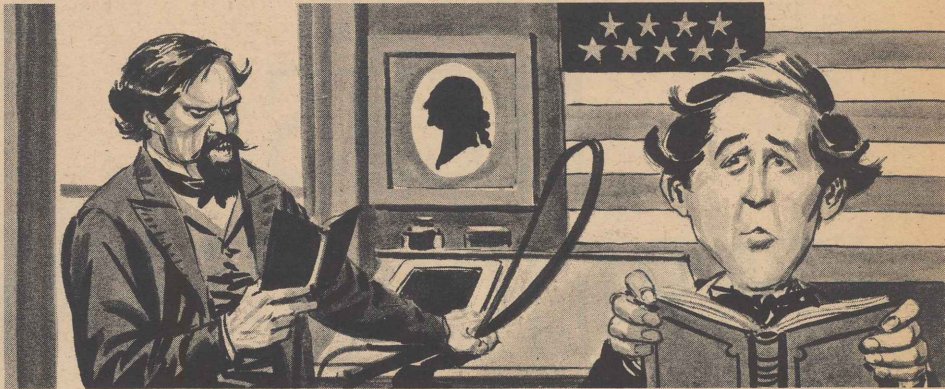


# THE EVOLUTION OF THE U.S. TEACHER

*A look at how the American Teacher has developed (or to use a better word—deteriorated) over the past century*

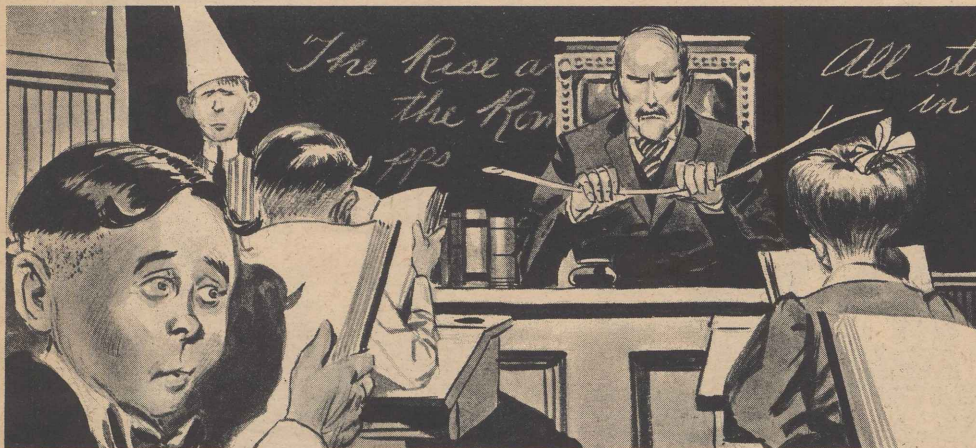
## 100 YEARS AGO

Back in 1863, the American Teacher was an unbending figure of authority. He was big and strong, with a large, sinister-looking mustache. His students hated and feared him. But they respected him. His teaching methods were strictly hit or miss. Either he'd hit the pupil — or he'd miss him when he cracked his large whip. But even when he missed, the wind burns that resulted were extremely painful. Life was rough for students in those days, and many of them used to run away . . . down South, in hopes of becoming slaves and living easier lives.



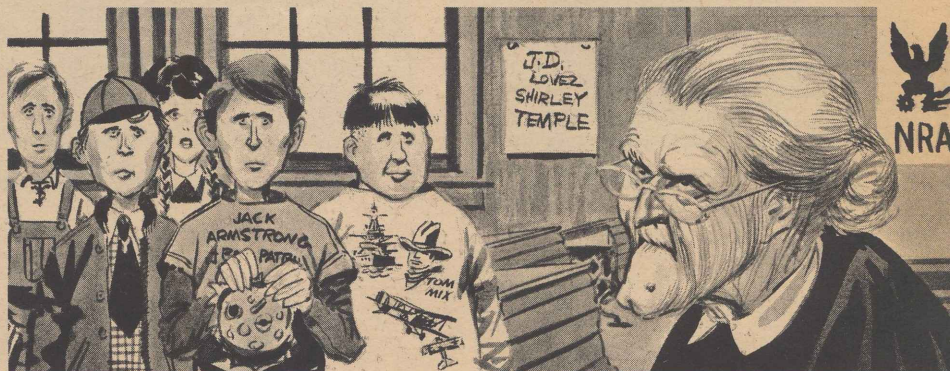
## 50 YEARS AGO

In 1913, the American Teacher was still a rigid figure of authority, but he wasn't quite as big and strong as his predecessor, and not everybody feared him. For example, heavyweight champion Jack Johnson didn't fear him. (We can't think of anyone else!) He was a lot more liberal in his teaching methods. He abandoned the whip. Instead, his students were taught to the tune of a hickory stick. (We know it doesn't make much sense when you say it, but when you sing it, it sounds great!) Life was still rough for students, and many of them used to quit school to work in factories for 18 hours a day, which was more tolerable.



## 25 YEARS AGO

In 1938, the Female Teacher came into her own. She was anywhere from 25 to 65 years of age (but she always looked over 100!) She was a lot bigger and stronger than her predecessor, and a little bit uglier. But being students under her was a breeze. She rarely hit them with anything larger than a ruler, and in six months time, students never even felt it any more. But she was still feared and respected, just as if she were a man. And that's because most of her pupils weren't absolutely sure she wasn't!



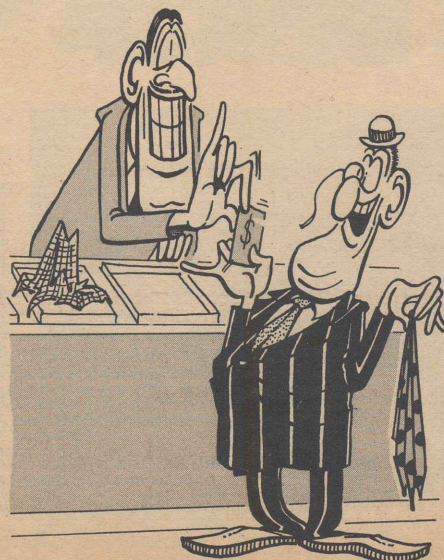
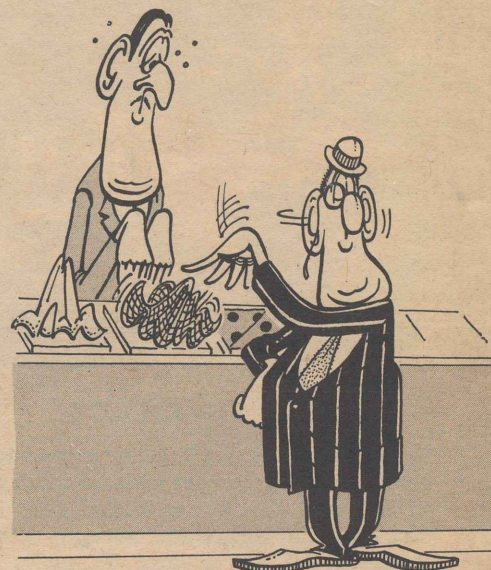
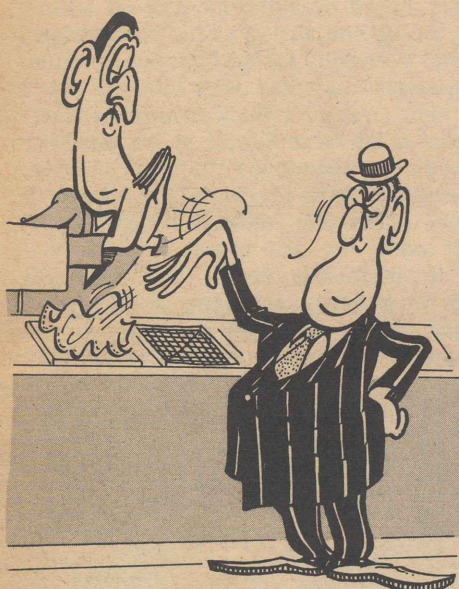
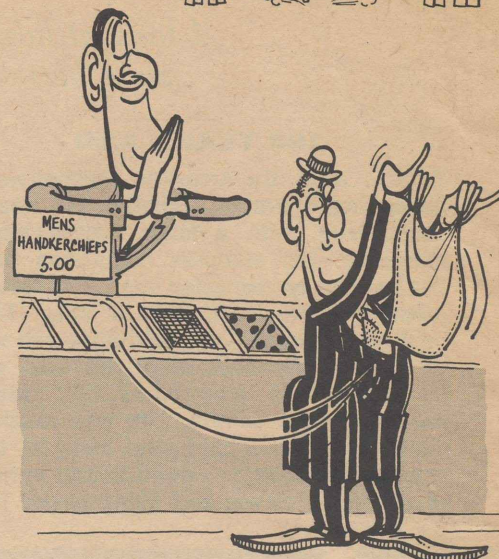
## TODAY

Today, the American Teacher is like a lost chicken wandering across a road, trying to get to the other side. In other words, he is a joke! No one hates him, no one fears him, and no one respects him. They merely tolerate him. Like a cold. He would never dream of belting a pupil with a whip or a hickory stick or a ruler. He has used his fists, though — but only in self defense. However, there are classrooms in the U.S. that are controlled by unbending figures of authority who are big and strong with sinister-looking mustaches whom everybody hates and fears but respects. The trouble is, they're not Teachers . . . they're pupils!





# IN A MEN'S HABERDASHERY







PHOTOGRAPHY BY LESTER "TIME-EXPOSURE" KRAUSE

## 367 angry workers yell, "Next year—watch out!"

That's right! Next year, old man Buluva better not try giving each of us another watch for a Christmas bonus! Nosirree! That's out! O-U-T!

Besides, how many watches can one person use? We been getting these crummy watches as bonuses every Christmas for the last seventeen years!

And what's the big deal, anyway? We can always pick one up for eight or ten bucks, using our 40% employee's discount, if we wanted to pay for one—which would be pretty ridiculous, considering how

easy it is to swipe one off the conveyer belt and slip it into a pocket for free!!

So listen good, all you crumbs up in them executive offices: Next year, the "Christmas Bonus Watch" is out! O-U-T! We want cold cash — or we go out! O-U-T! On strike, that is! Just try it and see!

**We're sick of  
bonus watches from BULUVA**

"Never again!" — says  
our Union President







PHOTOGRAPHY BY "SPEEDY" LEE, IN AGRAS

**You think you're alone on the highway.** Now to test that premium gas you've been paying so much for. You push the pedal to the floor—and then you hear the siren. "Where's the *Fire, Chief?*" sneers the Trooper. And as he writes your ticket, you realize that having "the nearest thing to perfect gasoline" is pretty ridiculous when speed limits won't let you use it!

Trust your car  
will be stopped  
by the man who  
wears the star

